



CHOOSE THE **NATUREGG™**
THAT'S RIGHT FOR YOU

Simply Egg Whites™
Cholesterol and fat free



Omega Pro™
Provides 125 mg of DHA
plus 125 mg of EPA
omega-3 and 1 mg of
lutein per 63 g serving.



Break-Free™
80% less cholesterol & fat*

*Compared to a 53 g large egg



Simply Egg Whites™ and Omega Pro™ are 100% pure egg whites and Break-Free™ is a blend of real egg whites and whole egg.

HDL CHOLESTEROL

High density lipoprotein (HDL) cholesterol is often referred to as the “good” or “healthy” cholesterol.

LDL CHOLESTEROL

Low density lipoprotein (LDL) cholesterol is often referred to as “bad” or “lousy” cholesterol.

Most of the cholesterol your body needs is made naturally by the liver. Only a small proportion of cholesterol in the body comes from the dietary cholesterol found in foods.

Keep in mind it is the saturated and trans fats, and not the cholesterol in foods that raises blood cholesterol the most.

SOME IMPORTANT FACTS ABOUT CHOLESTEROL

- It is an important structural component of all cell membranes.
- It is required for the formation of certain hormones and Vitamin D in the skin.
- It is produced in the liver and other tissues for both humans and animals.
- It is found only in foods of animal origin; e.g. meats, shellfish, dairy foods and egg yolks.

REFERENCES:

1. Hu Fet al. A Prospective Study of Egg Consumption and Risk of Cardiovascular Disease in Men and Women. J Am Med Assoc, 1999; 281:1387-94.
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4. Barraj L et al. A comparison of egg consumption with other modifiable coronary heart disease lifestyle risk factors: a relative risk apportionment study. Risk Anal, 2009; 29(3):401-15.
5. World Health Organization, Food and Agriculture Organization. 2003 Report on Diet, Nutrition and the Prevention of Chronic Diseases.
6. Institute of Medicine. 2005. Dietary Reference Intakes for Energy, Carbohydrate, Fibre, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids. Washington DC: National Academy Press.



Check for Health Check™

It's like shopping with the Heart & Stroke Foundation's dietitians.

www.healthcheck.org

www.heartandstroke.com



This brochure has been sponsored by Burnbrae Farms makers of Naturegg™ Break-Free™, Omega Pro™, Simply Egg Whites™, Egg Creations™ liquid eggs and Naturegg™ Omega 3 and Omega Pro™ shell eggs.

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FOOD FOR THOUGHT

the IMPORTANCE of understanding CHOLESTEROL IN YOUR DIET

Wise Food & Lifestyle Choices
For Better Heart Health

WHAT IS CHOLESTEROL?

Cholesterol is a fat-like substance that is made naturally by all animals and humans. Our bodies need this vital building block to keep cell walls healthy and for making hormones and vitamin D.



TYPES OF CHOLESTEROL

DIETARY CHOLESTEROL

Dietary cholesterol found in foods of animal origin such as meat, poultry, shellfish, eggs and milk products has little effect on blood cholesterol levels in most people. In fact, when dietary cholesterol intake is decreased, the liver compensates by producing more cholesterol. And when dietary cholesterol intake is increased, the amount of cholesterol that the body absorbs tends to decrease. Only a small percentage of people with a family history of high blood cholesterol are sensitive to dietary cholesterol and should limit it.

BLOOD CHOLESTEROL

Blood cholesterol refers to the cholesterol in your blood. There are two main types of blood cholesterol, LDL and HDL. The amount and type of cholesterol in your blood can affect your heart health. The best way to achieve healthy blood cholesterol levels is to eat a healthy diet low in saturated and trans fats, be active and manage your weight.

GOOD AND BAD CHOLESTEROL

The terms “good” and “bad” cholesterol refer to the forms in which cholesterol is transported in the blood. These terms do not refer to dietary cholesterol.

HDL CHOLESTEROL

High density lipoprotein (HDL) cholesterol is often referred to as the “good” or “healthy” cholesterol because it carries cholesterol away from artery walls and back to the liver where it can be broken down and eliminated. High HDL cholesterol levels help protect against heart disease.

Achieve healthy blood cholesterol levels

Eat a healthy diet low in saturated and trans fats, be active and manage your weight.

LDL CHOLESTEROL

Low density lipoprotein (LDL) cholesterol is often referred to as “bad” or “lousy” cholesterol because it carries cholesterol to the cells in the body.

High levels of LDL cholesterol, over many years, can contribute to the buildup of plaque on the walls of arteries. A buildup of plaque increases the risk of a heart attack or stroke.

HEALTHY CHOLESTEROL LEVELS

In general, the risk of heart disease increases as LDL cholesterol levels rise. A healthy lifestyle is important for controlling blood cholesterol levels. Lifestyle changes including achieving a healthy weight, being active and eating well can help lower “bad” LDL cholesterol levels and increase “good” HDL cholesterol levels.

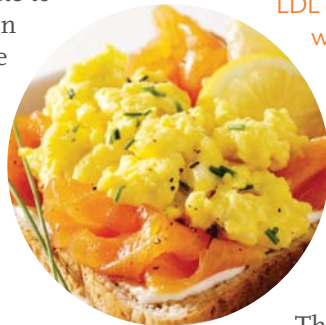
To raise HDL cholesterol levels

- Engage in regular physical activity each day.

To lower LDL cholesterol levels

- Achieve a healthy weight and waist size.
- Eat a balanced diet low in saturated and trans fats.

Reading food labels can help you make wise food choices. Look for foods that are “free” of or “low” in saturated and trans fats as well as foods that are high in fibre. Work with your health professional to understand cholesterol and your needs. And remember to take prescribed cholesterol medication as recommended.



Dietary measures to lower LDL cholesterol levels

Lowering saturated and trans fat intakes can help improve LDL cholesterol levels by reducing the amount of cholesterol produced in the liver. Foods that are higher in saturated fats include full fat dairy products, fatty meats, butter and foods made with lard, coconut oil, palm oil and palm kernel oil. Trans fats are found in processed and fast foods containing vegetable shortenings or partially hydrogenated vegetable oils.

Increasing dietary fibre intakes can also help lower LDL cholesterol levels. Fibre rich foods include whole grain foods, vegetables, fruits, legumes, nuts and seeds.

EGGS AND CHOLESTEROL

Dietary cholesterol has very little effect on blood cholesterol. Research shows that healthy adults can enjoy an egg a day without increasing their risk of heart disease or stroke.*1-4

The World Health Organization report on Diet, Nutrition and the Prevention of Chronic Diseases states that since egg yolks are low in saturated fat, there is no need to severely restrict egg intake when saturated fat intake is controlled.⁵ That is because saturated fat intakes influence blood cholesterol to a much greater extent than dietary cholesterol.

CURRENT DIETARY CHOLESTEROL GUIDELINES

The current Institute of Medicine, Dietary Reference Intake recommendations do not specify an Adequate Intake or Recommended Dietary Allowance for dietary cholesterol.⁶ That is because the body can make enough cholesterol to meet requirements for good health. While the report recommends limiting dietary cholesterol

intakes, it cautions that dietary cholesterol should not be avoided altogether, since that may result in inadequate intakes of other essential nutrients.

Eggs are a naturally nutritious choice as part of a healthy diet. They are low in saturated fat, have no trans fat and provide 14 essential nutrients, including:

- omega-3 and omega-6 fatty acids
- vitamins, A, D, E, B₆, B₁₂ and folate
- an excellent source of high quality protein

All this, with only 70 calories in a large egg.

Both *Canada's Food Guide* and the Heart and Stroke Foundation's Health Check™ program include eggs as part of a balanced diet.

*If you have heart disease, diabetes or are at risk because of family history you should consult your doctor or dietitian.



LIQUID EGG PRODUCT

JUST SHAKE & POUR ONE OF FOUR POPULAR FLAVOURS



Original



Garden Vegetable



Cheese and Chives



Southwestern

- Cholesterol and fat free
- Trans fat free
- Source of 11 important vitamins and minerals*

*per ¼ cup (63 g) serving.

Made from real egg whites, cheese, chives, red and green peppers, celery and onion.