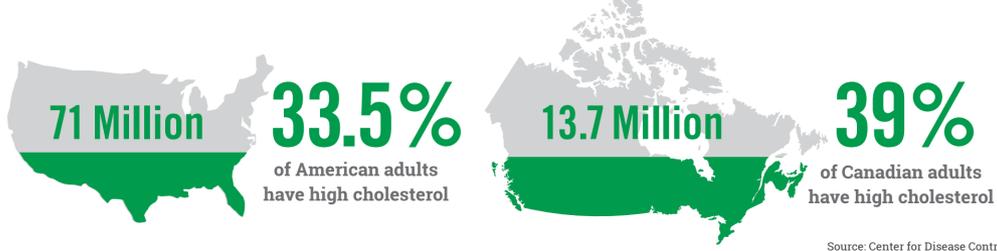


CONTROLLING YOUR CHOLESTEROL

Cholesterol is a waxy substance that comes from two sources: your body and food. Your body, and especially your liver, makes all the cholesterol you need and circulates it through the blood. But cholesterol is also found in foods from animal sources, such as meat, poultry and full-fat dairy products. Your liver produces more cholesterol when you eat a diet high in saturated and trans fats. Excess cholesterol can form plaque between layers of artery walls, making it harder for your heart to circulate blood.



IT'S A HEART-STOPPING MATTER

Learn about the sources of cholesterol and the types for optimal heart health.

Sources

Your Body
Your liver naturally creates cholesterol needed for your body.

Animal Sources
Meat, poultry and full-fat dairy products are additional sources.

Triglycerides
Are a type of fat (lipid) found in the blood.

Types

HDL high density lipoproteins
Known as "Good Cholesterol"

LDL low density lipoproteins
The "Bad Cholesterol"

+ **Triglycerides**
High levels can raise the risk for heart disease.

Source: Center for Disease Control

THE RESULTS OF HIGH CHOLESTEROL

Beware of bad cholesterol and how it can hurt you.

Healthy levels of cholesterol come with unobstructed blood vessels with freely flowing blood.

When **LDL cholesterol** builds, plaque grows on blood vessel walls, slowly blocking blood flow in the arteries.

High cholesterol contributes to

Heart Disease
Heart disease is the leading cause of death in the United States, and is influenced by cholesterol.

Stroke
If cholesterol and plaque form a clot in the blood vessels to the brain, the lack of blood causes a stroke.

Heart Attacks
When cholesterol creates plaque that builds up and blocks flow to the heart, heart attacks occur.

Source: Center for Disease Control

MONITORING CHOLESTEROL

As we age, our risk for high cholesterol increases. Keep it in check with these facts.

Target Cholesterol Levels

High
240 MG/DL and above

Borderline
200 – 239 MG/DL

Desirable
less than 200 MG/DL

Triglycerides
less than 150 MG/DL

Risk by Age

Age Group	Risk Level	% Risk
20s	minimal risk	22%
30s	moderate risk	38%
40s	moderate risk	50%
50s	elevated risk	62%

After the age of 20
You should get your cholesterol levels checked every four to six years.

Source: Center for Disease Control

UNCONTROLLABLE FACTORS

Many factors affect your cholesterol risk. Know if you are at greater risk.

Gender and Age

45+ 55+

Cholesterol risk sharply rises after the age of 45 in men and 55 in women.

Family History

Risk of high cholesterol may increase if your parents or siblings have heart disease.

Ethnic Background

High LDL/cholesterol rates between men and women of different races and/or cultures.

Total US Population

33% Males, 31% Females

1 out of 3 US adults have high LDL (bad cholesterol) levels.

Mexican Americans: 42% Males, 32% Females

African Americans: 34% Males, 28% Females

Caucasian Americans: 30% Males, 31% Females

Asian Americans: 9.5% Males, 10.5% Females

Source: Center for Disease Control

WHAT YOU CAN DO

Take a holistic approach to reduce your cholesterol and living a healthy life.

Weight
The more you weigh, the higher the risk.
Being overweight can make your LDL cholesterol level go up and your HDL level go down. So watch your diet and the scale.

Diet
Our health is directly tied to what we eat.
Emphasize fruits, vegetables, whole grains, nuts and cheese alternatives like GO Veggie!, and choose leaner meat options.

Exercise
Move your body everyday to maintain health.
Increasing physical activity helps lower LDL cholesterol and raise HDL levels. It also helps you lose weight.

Source: Center for Disease Control

3 STEPS FOR A HEALTHIER DIET

Simple steps to substitute high fat foods with GO Veggie!

1 Reduce Bad Fats

Limit cholesterol, saturated and trans fat intake. Remember, GO Veggie! cheese alternative products are cholesterol & trans fat free with little or no saturated fat.

2 Eat More Good Fats

GO Veggie! is made with healthy plant-based ingredients that offer quality fat sources such as coconut, and sunflower oils.

3 Choose Plant Sterols

Soy proteins, rice, coconut, and potatoes contain micronutrients that interfere with cholesterol absorption, and are found in GO Veggie! products.

Source: WebMD

RECIPES

Blissfully delicious recipes that will keep your heart healthy.

Grilled Cheesy Bliss

Cream Cheesy Bliss on a Bagel

15 Minute Savory Mac-n-Cheese

Strawberry Cream Cheese Parfait