

National Survey Identifies “Proactivity” Gap when it Comes to Heart Health

Nature Made® and WomenHeart Partner to Help Nation Get “Proactive” about Heart Health through 100,000 Heartbeats Campaign

NORTHRIDGE, Calif. (September 23, 2010) – Despite broad concern about heart disease as a leading cause of death in the United States, a recent survey of American adults sponsored by Nature Made® and WomenHeart: The National Coalition for Women with Heart Disease, found that many disregard taking some of the basic steps to support a healthy heart. In honor of World Heart Day (September 26, 2010), Nature Made and WomenHeart have joined forces to give Americans tools to keep their hearts healthy and provide easy tips on how to narrow the “proactivity Gap.”

In a survey conducted by ORC, an Infogroup Company on behalf of Nature Made and WomenHeart, 87 percent of survey respondents say they are somewhat or very concerned about keeping their hearts healthy when it comes to their daily lifestyle and 94 percent say they feel somewhat or very informed about how to keep their hearts healthy. However, when asked about the importance of taking certain simple steps to help keep their hearts healthy, such as getting regular exercise or taking vitamins and supplements, and whether they actually take these steps for this purpose, respondents report a number of significant gaps between their beliefs and behaviors.

For instance, 94 percent of respondents say that getting at least 30 minutes of aerobic exercise at least three times per week is somewhat or very important, but only 69 percent report to actually do so.

“Clearly, knowing that heart health is important and being concerned about it is not enough, so I hope this is a wake-up call,” said Dr. Melina Jampolis, MD and specialist in nutrition. “It’s important for all Americans to change this mindset and make heart healthy choices now that will have positive impacts for the future.”

With this in mind, Nature Made and WomenHeart, the only national organization dedicated to promoting women’s heart health through advocacy, education and patient support, have launched the 100,000 Heartbeats campaign. The goal of the program is to educate consumers about the importance of heart health for their family and loved ones and to provide easy, proactive steps they can take to make a heart healthy difference in their lives. The campaign will feature a viral online component that will allow consumers to spread the word about heart health and help unlock a \$100,000 donation from Nature Made to WomenHeart. To be alerted when the viral campaign launches in October, follow Nature Made on Facebook at <http://www.facebook.com/naturemade>.

Nature Made, WomenHeart and Dr. Melina Jampolis are also sharing information and tips on proactive steps to support heart health that can help consumers of all ages close the “proactivity gap.”

Lighten the Load

Nearly all survey respondents (98 percent) say that maintaining a healthy weight is somewhat or very important to heart health and 80 percent report maintaining a healthy weight specifically for the purpose of keeping a healthy heart. However, with less than one-third of the U.S. adult population considered to be at a healthy weight¹ we know that this is a struggle for most Americans.

¹ National Center for Health Statistics. Chartbook on Trends in the Health of Americans. Health, United States, 2008. Hyattsville, MD: Public Health Service. 2008.

Dr. Melina's Tip #1: We hear it all the time but losing weight is the second most important thing that you can do to lower your risk of heart disease (after not smoking!). But don't worry, you don't have to fit into your skinny jeans – research shows that just losing 10 percent of your body weight can make a significant difference when it comes to heart health (and overall health too!). We all know life moves fast. So, take a few minutes once a week to plan your meals, or before you know it, you will be sitting in the drive thru line. Planning meals for the week helps minimize bad decisions.

Fill the Gap

Similar to maintaining a healthy weight, 98 percent of respondents say that following a healthy diet is somewhat or very important when it comes to helping them to keep their hearts healthy; however, just 81 percent say they are following a healthy diet. More specifically, when it comes to the types of foods they are including in their diet, a mere 31 percent say they regularly eat foods rich in omega 3 fatty acids. Likewise, only 45 percent say they regularly eat foods that are rich in antioxidants.

Dr. Melina's Tip #2: We all need a little help! Vitamins and supplements can help to fill gaps in nutrition that you aren't getting in your diet. Supplements, like Nature Made Fish Oil contain omegas that help to protect and fortify your heart ensuring that all your efforts to eating well and exercising are supported. In addition, Nature Made CholestOff can provide the extra plant sterols and stanols that help maintain a healthy cholesterol level.

Know Your Numbers

Believing you are in control and actually taking control are two different things. Many would say that is what being proactive means. For example, 92 percent believe that they have at least a moderate level of control over ways to keep their hearts healthy. However, only 29 percent of respondents say they have made major changes in their day-to-day lifestyles in an effort to keep their hearts healthy.

Dr. Melina's Tip #3: One simple proactive step to take is to have a conversation with your doctor. Identifying your risk factors for heart disease, including cholesterol, blood sugar, family history and even waist circumference, will help you be as proactive as possible when it comes to prevention.

For more information about maintaining and keeping the heart healthy, visit www.NatureMade.com/hearthealth.

About Nature Made

Nature Made vitamins is the number one supplement brand in the food, drug, club and mass channels. Owned by Pharmavite, Nature Made® was the first line of dietary supplements to earn a third-party quality seal of approval through the United States Pharmacopeia's Verification Program. The dietary supplement industry is regulated by the U.S. Food and Drug Administration and the Federal Trade Commission, as well as by government agencies in each of the 50 states. Nature Made is a *Proud Partner* of www.FamilyDoctor.org, an award-winning website featuring physician-reviewed information on health and wellness topics, including vitamins and supplements. Visit www.NatureMade.com for the latest news and offerings.

About WomenHeart: The National Coalition for Women with Heart Disease

WomenHeart is the nation's only patient centered organization serving the 42 million American women living with or at risk for heart disease – the number one killer of 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. For more information and to get your free heart health action kit, visit www.womenheart.org/kit.

Research Methodology

The survey was conducted using ORC, An Infogroup Company's CARAVAN National Omnibus telephone survey of adults 18 years of age or older. Telephone interviews among 1,012 adults were completed from August 12-15, 2010. The survey utilized a random-digit-dial sampling methodology to obtain a representative sample of the population. The margin of error for the survey overall is + / - 3.1 percentage points. The margins of error for subgroups within these audiences are larger.