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**Metamucil®, WomenHeart and “Desperate Housewives” Star Brenda Strong Partner To Encourage 100,000 Women To Beautify Their Hearts**

*New Survey Data Reveals Women’s Need for Heart Health Education*

**Cincinnati, Ohio – September 16, 2008** – According to a recent study, the majority of American women don’t know their cholesterol number<sup>1</sup>. And although one in every three women are at risk for heart disease<sup>2</sup>, a new survey fielded on behalf of Metamucil and WomenHeart revealed that more than half of American women do not believe they are at risk for heart disease. To help change these statistics, Metamucil and WomenHeart have partnered together to encourage women to beautify their hearts and lower their cholesterol.

“Desperate Housewives” star and heart health advocate, Brenda Strong, is leading the charge to encourage 100,000 women to get a cholesterol screening this year, and begin living a heart healthy lifestyle through the “*Beautify Your Heart*” program. Metamucil is clinically proven to help lower cholesterol.\*

“With heart disease directly impacting the lives of my loved ones, my personal connection to heart disease led me to become a part of the “*Beautify Your Heart*” program. In order for women to understand their risk, they must get a cholesterol screening and know their number,” says Brenda Strong. “Metamucil and WomenHeart have come together to provide women with tools and resources to help them lower their cholesterol and live a heart healthy lifestyle. I successfully lowered my cholesterol by taking Metamucil and want to encourage other women to try and do the same.”

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<sup>1</sup> Metamucil and WomenHeart’s “Beautify Your Heart” survey – 2008

<sup>2</sup> [http://www.nhlbi.nih.gov/health/hearttruth/press/nhlbi\\_04\\_women\\_disease.pdf](http://www.nhlbi.nih.gov/health/hearttruth/press/nhlbi_04_women_disease.pdf)

# Beautify Your Heart



BeautifyYourHeart.com



The new “*Beautify Your Heart*” survey fielded on behalf of Metamucil and WomenHeart revealed that:

- Sixty percent of women surveyed did not know what their cholesterol number is
- Thirty-seven percent of women have not had their cholesterol checked in the past year
- A vast majority of women 25 to 34 years old (seventy-eight percent) said they do not believe they are at risk for heart disease
- Forty-four percent of women 25 to 34 years old said they think breast cancer is a bigger threat to them than heart disease

The survey also indicated many women are unaware that fiber can help beautify their hearts. “Fiber plays an important role in helping to lower cholesterol,” says Dr. Susan K. Bennett, Clinical Director of the Women’s Heart Program at George Washington University Hospital. “By increasing their fiber intake, exercising daily and eating a nutritious diet, most women can achieve a heart healthy lifestyle.”

According to the survey, only 11 percent of women say they are most likely to look for foods high in fiber when looking at a food nutrition label. Small lifestyle changes can mean a lot when it comes to the risk for heart disease, and it can be as simple as taking a psyllium fiber supplement such as Metamucil. A heart health claim about psyllium fiber (as in Metamucil) and cholesterol reduction has been approved by the U.S. FDA.

As recommended by the National Fiber Council, healthy adults should consume 32 grams of total fiber each day<sup>3</sup>, and clinical studies have shown that, taken daily, seven grams of soluble fiber from psyllium husk, the amount in three to four servings of Metamucil, may help reduce heart disease risk by lowering cholesterol\*.

Women who want to be a part of the “*Beautify Your Heart*” program can do the following:

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<sup>3</sup> [http://www.nationalfiberCouncil.org/af\\_are.shtml](http://www.nationalfiberCouncil.org/af_are.shtml)

# Beautify Your Heart



BeautifyYourHeart.com



- Visit [www.BeautifyYourHeart.com](http://www.BeautifyYourHeart.com) and become one of the 100,000 women who pledge to get a cholesterol screening. Use the free online locator to find a cholesterol screening location in your area
- Learn heart healthy lifestyle tips, recipes and tools
- Enter the “Beautify Your Heart” sweepstakes for a chance to win a heart makeover getaway for you and your friends

Metamucil is also donating \$100,000 to WomenHeart to help fund heart disease advocacy and education. Metamucil is available at retailers nationwide in powdered drink mixes, fiber wafers, and fiber capsules. For more information on log onto: [www.metamucil.com](http://www.metamucil.com). To learn how to get screened, or for tips and tools to help lower cholesterol, women can log on to [www.BeautifyYourHeart.com](http://www.BeautifyYourHeart.com) to begin to live a heart healthy lifestyle.

*\*As part of a diet low in saturated fat and cholesterol*

## **Metamucil “Beautify Your Heart” Sweepstakes**

NO PURCHASE NECESSARY. Open to residents of the 50 U.S. or D.C., 18 and older at time of entry. Void where prohibited. Sweepstakes begins 12:00 PM (ET) on 12/01/2008. Entries must be received by 12:00 PM (ET) on 03/31/2009. For Official Rules (by which all entrants are bound), visit [www.BeautifyYourHeart.com](http://www.BeautifyYourHeart.com). Sponsor: The Procter & Gamble Distributing LLC, One P&G Plaza, Cincinnati, OH 45202, USA.

## **Metamucil “Beautify Your Heart” Survey Methodology**

Opinion Research Corporation’s national probability telephone sample is a random-digit-dialing system and was used for this study. The study included 1,009 representative interviews among female adults 18 years of age and older, living in private households in the continental United States. Completed interviews are weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total population.

## **About Metamucil**

Created and marketed for the first time in 1933 by G.D. Searle & Co., Metamucil powder was purchased by Procter & Gamble in 1985. Made with 100% natural psyllium fiber, Metamucil is the only leading brand marketed as both a fiber laxative and a dietary fiber supplement. Metamucil comes in a variety of forms (powder, wafers and capsules) and flavors (Orange, Pink Lemonade, Berry Burst and unflavored) to fit any lifestyle when you are looking to increase your fiber intake. Metamucil is the number one doctor recommended bulk fiber product. For more information, visit [www.metamucil.com](http://www.metamucil.com).

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# Beautify Your Heart



BeautifyYourHeart.com



## About WomenHeart

WomenHeart is the only national organization dedicated to promoting women's heart health through advocacy, community education and patient support. As the leading voice for the 44 million American women living with or at risk of heart disease, WomenHeart advocates for equal access to quality care and champions prevention and early detection, accurate diagnosis and proper treatment of women's heart disease. A nonprofit, 501 (c)(3) patient advocacy organization, WomenHeart is a coalition and community of more than 16,000 members nationwide, including women heart patients and their families, health care providers, advocates and consumers committed to helping women live longer, healthier lives. For more information, visit [www.WomenHeart.org](http://www.WomenHeart.org).

## About Procter & Gamble

Three billion times a day, P&G brands touch the lives of people around the world. P&G has one of the strongest portfolios of quality, leadership brands in consumer health and wellness, including Actonel®, Align®, Always®, Asacol®, Crest®, Enablex®, Metamucil®, Oral-B®, Pepto-Bismol®, Prilosec OTC®, Scope®, Tampax®, and Vicks®, in addition to its trusted consumer brands, including Ariel®, Braun®, Bounty®, Charmin®, Dawn®, Downy®, Duracell®, Gillette®, Head & Shoulders®, Iams®, Lenor®, Mach3®, Olay®, Pantene®, Pampers®, Pringles®, Tide®, Wella®, and Whisper®. The P&G community consists of over 135,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

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