



Contacts: Jeff Johnson
(858) 274-8870
jjohnson@kashi.com

Jennifer De Laura
(415) 438-3600
jdelaura@painepr.com

Kashi® Heart to Heart® Cereal
PRODUCT FACT SHEET

Description: *Kashi® Heart to Heart®* cereal includes a carefully selected balance of soluble fiber from natural whole grains, herbs, antioxidant vitamins and plant-derived nutrients to help maintain a strong, healthy heart and blood vessels.

Crunchy and lightly touched with honey, *Heart to Heart* is made from whole grain oats and Kashi's unique blend of *Seven Whole Grains & Sesame™*.

Nutrition Facts: One ¾ cup (33g/1.2 oz.) serving of *Heart to Heart* contains the following:
(% DV = percentage of daily value based on a 2,000 calorie diet)

Calories:	110	Vitamin B6:	100% DV
Total Fat:	1.5 g	Vitamin B12:	100% DV
Sodium	90mg	Vitamin C:	50% DV
Folic Acid:	100% DV	Vitamin E:	100% DV
Fiber:	20% DV (1g soluble, 4g insoluble)		
Vitamin A:	25% DV (100% from beta carotene)		

Benefits: *Soluble Fiber:* Combines with water and forms a gel in the digestive track and binds with cholesterol, reducing its reabsorption, which may lower the risk of cholesterol buildup

Beta Carotene and Lycopene: Strong antioxidants that assist the body's defense against oxidation damage caused by excess free radicals, the byproducts of normal cell metabolism. **Lycopene levels in one serving of Heart to Heart are equivalent to eating one medium size tomato!**

Vitamins E and C: Help protect blood vessels from free radical damage

B6, B12 and Folic Acid: Essential to the breakdown of homocysteine, a byproduct of protein metabolism

(more)

Green Tea: Assists the body's defense against oxidation

ActiVin® Grape Seed Extract: Helps protect the body against the buildup of fatty deposits on blood vessel walls. The levels of **ActiVin grape seed extract found in one serving of Heart to Heart are equivalent to eating nearly a pound of grapes.**

Low Sodium: With only 90 mg of sodium per serving, **Heart to Heart** is lower in sodium than most popular oat cereals. Diets low in sodium may reduce the risk of high blood pressure, a major risk factor for coronary heart disease.

Average Retail Price: \$2.79 - \$3.99

Availability: *Kashi® Heart to Heart®* is available at grocery and natural food stores nationwide. Products may also be purchased online at www.kashi.com.

###

TM, ®Kashi Company ©2003 Kashi Company