



Mornflake Oatbran, actively reduces cholesterol ! Loved by Durkan Dieters such as Katherine Jenkins



Mornflake Oatbran is the perfect brekkie but it is also the perfect addition to any meal- our oatbran range is made from 100% oatbran which helps to lower cholesterol. Oatbran works by absorbing excess cholesterol on it's way through your body. So by sprinkling some of our oatbran on to your cereals you'll be getting the benefit without any fuss.

The celeb loved Durkan Diet also insists Oatbran is a must, fans like Katherine Jenkins and Giselle Bundchen and Jennifer Lopez all used the Durkan Diet which gradually introduces Oatbran as its most and only important carb to have. Dr Durkan says you have to eat at least a tablespoon and a half of it every day to provide essential fibre and fibre from oatbran is the most essential you can get!

How will you serve yours? As well as making a smooth high fibre delicious porridge or used to add goodness to your other mornflake cereals- try it over yoghurt, fruit, soups, stews and casseroles or baked into bread and biscuits!

Mornflake Oatbran is a natural source of beta-glucan and complex carbohydrates. Beta-glucan is a soluble fibre that is absorbed into the bloodstream and helps remove cholesterol. The product also contains complex carbohydrates for slow energy release.

Recent research at London's King's College has demonstrated that the presence of an appetite suppressing hormone in low Glycaemic Index (GI) foods, such as oats, is the reason that porridge keeps you feeling full for longer. As oats are a low GI food, the oatbran can help control blood glucose levels and provide a steady release of energy.

Oats are also rich in insoluble fibre which aids healthy digestion and can help to reduce cholesterol too. According to the Joint Health Claims Initiative (JHCI): "The inclusion of oats can help reduce cholesterol as part of a diet low in saturated fat and a healthy lifestyle." Oats, which have been a popular food crop in Britain since the 13th Century, are packed with nutritional goodness.

Mornflake Oatbran has no added sugar, salt or genetically modified ingredients. And it doesn't contain artificial flavours, colours or preservatives.

The inclusion of oatbran as part of a diet low in saturated fat and a healthy lifestyle can help actively reduce blood cholesterol. People with a healthy heart tend to eat more wholegrain foods as part of a healthy lifestyle. One 40g serving provides 2.5g of beta glucan soluble fibre from Oatbran which is 83% of 3g the suggested daily intake.

If you would like to feature Mornflake Oatbran editorially in your health, food, cooking, shopping and newsy pages and you would like to request high res images and/or a sample to review then please contact Fran at Generate PR by email on fran@generatepr.co.uk or call the office on 01733 229333 / 07545499254. Always happy to endeavour your requests!

fran@generatepr.co.uk 01733 229333 / 07545499254



Generate PR