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## **The first *double effect* dairy product to promote cardiovascular health Valio Evolus® double effect lowers cholesterol and helps control blood pressure**

**Valio has developed a product family with a unique double effect on cardiovascular health. Valio Evolus® double effect contains both cholesterol lowering plant sterol and blood pressure lowering milk protein based peptides produced using a Valio patented method. Lower cholesterol and blood pressure maintain blood vessel elasticity while high cholesterol, elevated blood pressure and stiffening blood vessels are all considered cardiovascular disease risk factors.**

Valio Evolus® double effect will be available in Finland in September superseding Valio's former Evolus® product family. In addition to the effect on blood pressure, new Evolus® double effect contains cholesterol lowering plant sterol which scientific evidence was approved to be strong enough by European Food Safety Authority for the stated health claim that "plant sterol lowers cholesterol".

"Valio Evolus® double effect is a prime example of Valio's R&D expertise in action. We have succeeded in developing a tasty product family, based on solid research, that combines two qualities significant to Finnish public health. Around a half of Finnish adults have elevated cholesterol values and about one third suffer from elevated blood pressure. I believe that Evolus double effect will become a success story outside Finland, too," says *Elli Siltala*, Marketing Manager at Valio.

Clinical studies on Valio Evolus® double effect in relation to blood pressure were conducted by Valio in co-operation with health care organisations and universities. The product's maximum effects are achieved in just 5–7 weeks when a sufficient daily dose is taken regularly. More information about the research underpinning Evolus can be found at [www.valio.com](http://www.valio.com) entering "Evolus double effect" in the site's search engine.

Valio Evolus® double effect is the natural way to lower cholesterol and help control blood pressure with no side/adverse effects as part of a healthy diet and lifestyle.

### **Yoghurts, daily dose drinks, fermented milk**

The Valio Evolus double effect product family includes strawberry and orange-pineapple yoghurts, yoghurt-based daily dose drinks (raspberry and apple-pear), and fermented milk. All products are low lactose or lactose free.

A daily dose sufficient to affect blood pressure and cholesterol can be obtained from two glasses of fermented milk (3 dl), two cups of yoghurt or one bottle of daily dose drink, and contains 2 grams of plant sterols and 4.2 mg of peptides.

### **Further information**

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