

# Follow me TO BE HEALTHY!

WITH EUROPE

## #400GCHALLENGE

### YOUR HEART ♥ FRUIT & VEG

A diet high in fruit and vegetables is proven to help you<sup>1</sup> take care of your heart and prevent the development of cardio-vascular diseases. This protective effect increases in proportion to consumption. So this Valentine's day, give your heart a treat by taking on the #400gChallenge!

IT HAS BEEN ESTIMATED THAT IF ALL EUROPEANS ATE AT LEAST 400G OF FRUIT AND VEGETABLES A DAY, 50,000 LIVES COULD BE SAVED FROM HEART DISEASES AND STROKES EVERY YEAR. FRUIT AND VEGETABLES ACT IN MULTIPLE WAYS:



Thanks to their low energetic density and satietogenic effects, fruit & veg

**HELP CONTROL BODY WEIGHT<sup>2</sup>**

Thanks to their fibre content, fruit & veg

**HELP REDUCE CHOLESTEROL LEVELS<sup>2</sup>**

Thanks to the potassium they contain, fruit & veg

**HELP CONTROL BLOOD PRESSURE<sup>2</sup>**



CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS THAT PROMOTE  
A HEALTHY LIFESTYLE.



<sup>1</sup> <http://www.ehnheart.org/publications-and-papers/publications/1093-transforming-european-food-and-drinks-policies-for-cardiovascular-health.html>

<sup>2</sup> [https://www.egeaconference.com/wp-content/uploads/2019/08/APRIFEL\\_FICHE-3\\_BD\\_EN.pdf](https://www.egeaconference.com/wp-content/uploads/2019/08/APRIFEL_FICHE-3_BD_EN.pdf)