

CARDIOVASCULAR HEALTH

betapulse™ 

FEW FACTS

The number of **seniors worldwide** (aged 60 years or over) is expected to more than double, from 841 million people in 2013 to **more than 2 billion in 2050**¹

Cardiovascular related events (heart attacks, strokes, etc.) remain the **cause of more than 23% of deaths worldwide**² and **nutrition as a preventive factor is now largely proven and recognized**

High blood pressure (hypertension) is **one of the prime risk factors**, with about half of all people over 65, and one in four middle-aged adults, affected³.

98% of American are consuming less than the RDA (Recommended Daily Allowance) for potassium. **Low potassium level is a risk factor to develop high blood pressure**⁴.

1. United Nations, 2013. World Population Ageing 2013.

2. World Health Organization, 2014. The top 10 causes of death.

3. Euromonitor, 2010. Beetroot gets new lease of life in heart health and sporting performance

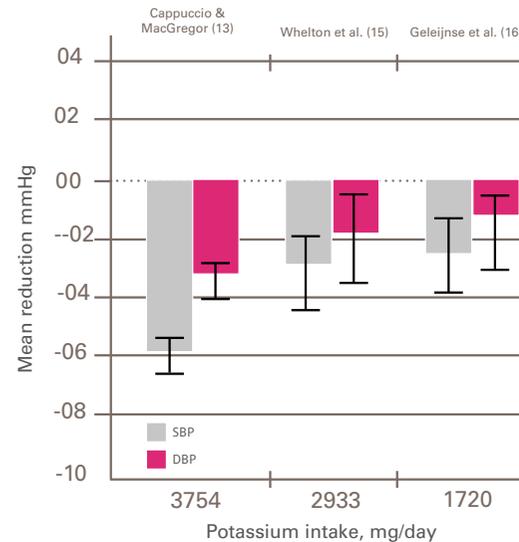
4. Mayo Clinic, 2016. High blood pressure (hypertension) Risk factors.

5. Connie M. Weaver, American Society for Nutrition. Adv. Nutr. 4: 368S-377S, 2013.

WHY IS POTASSIUM IMPORTANT?

Potassium is an electrolyte playing an important role in the management of body fluid affecting blood pressure. Potassium is acting by decreasing the presence of sodium in our blood at the kidney level and favoring its excretion (sodium) via the urine. This action lowers the volume of water within the plasma which ultimately decreases blood pressure. Multiple studies have correlated the intake of potassium with lowering blood pressure, which is a known factor increasing cardiovascular events like heart failure or stroke⁵. Potassium is also involved in muscle contraction and nervous influx propagation.

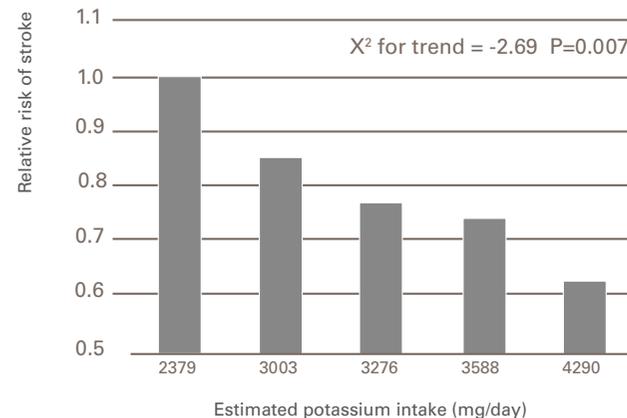
The WHO raises the alarm on the massive increase of sodium consumption in Westernized diets. In addition to recommendation a reduction of salt consumption, it also promotes a daily intake of 3500mg of Potassium in our diet.



Potassium and Health

Connie M. Weaver ©2013 American Society for Nutrition. Adv. Nutr. 4: 368S-377S, 2013; doi:10.3945/an.112.003533.

Overview of meta-analyses of studies investigating the mean blood pressure-lowering effects of potassium. DBP, diastolic blood pressure; SBP, systolic blood pressure.



Beneficial effects of potassium

Feng J He, Graham A Mac Gregor. BMJ 2001;323:497-501. Ascherio A, Rimm EB, Hernan MA, Giovannucci EL, Kawachi I, Stampfer MJ, et al. Intake of potassium, magnesium, calcium, and fiber and risk of stroke among US men. Circulation 1998;98:1198-204.

Potassium intake and adjusted risk of stroke among 43 738 US men aged 40 to 75 years followed for eight years. Risk was adjusted for age, total energy intake, smoking, alcohol consumption, history of hypertension, history of hypercholesterolaemia, parental history of myocardial infarction before age 65 years, profession, and quintiles of body mass index and physical activity.

OUR SOLUTION: NATURAL STANDARDIZED SOURCE OF POTASSIUM FROM RED BEETROOT

BetaPulse has been developed by Diana Food using red beetroot as a raw material, a vegetable known to contain natural phytochemicals and minerals having a role to play in cardiovascular health. Using its experience in agronomy and its strong expertise in processing, Diana Food was able to standardize the concentration of potassium at 2.4% in BetaPulse. Our soft manufacturing process allows us to also keep intact other key elements like natural nitric oxide precursors (nitric oxide plays in the overall homeostasis of the body including endothelial function and muscle contraction), betain (a very important molecule which contributes to the normal metabolism of homocysteine) and polyphenols (antioxidants & betalains).

More than 15 studies made with beet juice have demonstrated that it contributes to lower both systolic and diastolic blood pressure thanks to the unique composition of red beetroot.

WHO SHOULD BENEFIT FROM BETAPULSE SUPPLEMENTATION

- People not getting enough fruit and vegetables through their diet.
- People who consume too much sodium, even if they eat fruit and vegetables
- Senior people
- People with high risk to develop hypertension (Overweight, with family history, smoking, low physical activity, diet too high in sodium, stress)

WHAT IS THE RECOMMENDED DOSIS?

EUROPE

EFSA health claim “Potassium Helps maintain a normal blood pressure”

- *Condition of use: application needs to be source of potassium (min. 300mg/100g or 100ml or /serving)*
- *12.5 grams of BetaPulse supplement 300 mg of Potassium*

THE UNITED-STATES

FDAMA approved health claim for food & drinks “Diets containing foods that are a good source of potassium and that are low in sodium may reduce the risk of high blood pressure and stroke.” Potassium labeling is to be mandatory on all food labels in the US (FDA, May 2016)

- *Condition of use: application needs to be good source of potassium (min. 350 mg/serving) + Low sodium + Low total fat + Low saturated fat + Low cholesterol*
- *14.6 grams of Betapulse supplement 350 mg of potassium*

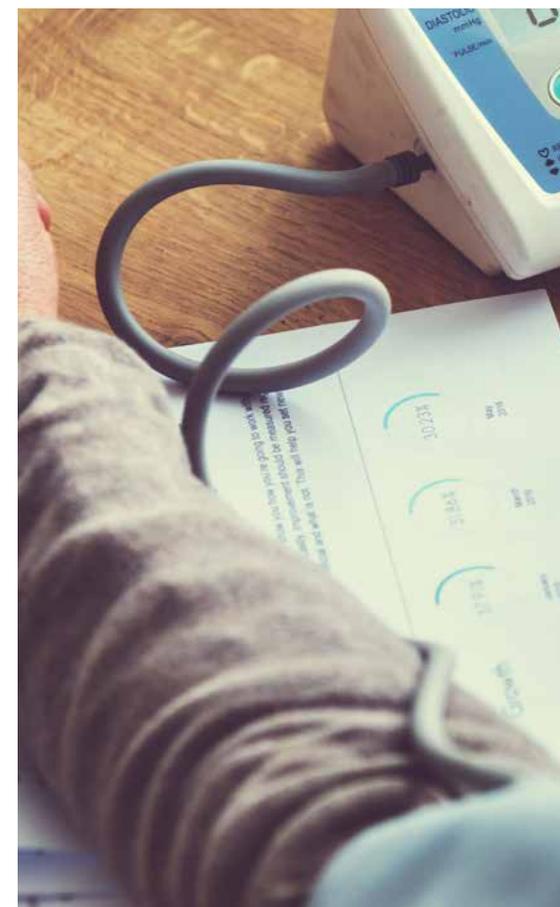
In 2018, a new US regulation will increase the minimum dosage at 470mg.

WHAT ARE THE RECOMMENDED APPLICATIONS?

- Ideal for beverages & shots.

KEY FEATURES

- Standardized red beet juice concentrate at 2.4% potassium
- Recognized health claims for blood pressure by EFSA and FDA
- Diana Food full traceability and sustainability of supply
- French origin.
- Liquid presentation perfect for beverage and shots.
- Natural source of Nitric oxide precursors, Betain and polyphenols



WELL-BEING BY NATURE



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This brochure concerns industry professionals. It only pertains to food ingredients not final food products. It is the responsibility of each manufacturer to verify the compliance of the final product's labeling and communication indicated on the finished foods to be delivered as such to the consumer with respect to the current local legislation. In Europe, this is based on regulation (EC) No 1924/2006 on nutrition and health claims.