

Blood Pressure Association raises awareness with LoSalt

UK charity the Blood Pressure Association is working with LoSalt to raise awareness of the need for the UK population to reduce its salt intake.

The award-winning* charity and the family-run manufacturer of LoSalt, a product which contains 66 per cent less sodium than regular salt, have agreed a year-long partnership of initiatives.

These include the BPA's logo appearing 'on-pack' on Lo-Salt products sold in supermarkets and on free sample packs distributed at major sporting events like the London Marathon and British 10k London Run. A handy guide, known as the LoSalt Challenge, has also been designed to help people calculate the salt content of common foods and is being included with promotional LoSalt packs.

16 million adults in the UK have high blood pressure, the major cause of strokes and heart attacks.

Grant Usmar, Head of Fundraising at the Blood Pressure Association, said: "We know that an unhealthy lifestyle, including eating too much salt, raises blood pressure. Research shows that most people in the UK are eating well over the recommended 6g maximum of salt per day and we want to find ways to help tackle this.

"We encourage everyone to check food labels for salt content, to avoid adding salt when cooking and at the table, and to use alternative flavourings such as lemon, garlic, herbs and spices.

"But we know that some people can initially find it difficult to remove the taste of salt from their diet, so a low-sodium product like LoSalt can be a helpful way to reduce daily salt intake."

"We are delighted to be working with LoSalt this year and hope the partnership will help us in our aim to lower the nation's blood pressure."

Caroline Klinge, Sales and Marketing Manager at Klinge Foods Ltd, said: "We share the BPA's concerns about the effect of salt – or more precisely, sodium – on health and are proud of the part that LoSalt can play. Together, we can make a difference."

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Notes to Editors:

For further information please contact:

Sue Massey, BPA Head of Communications, 020 8772 4984 or

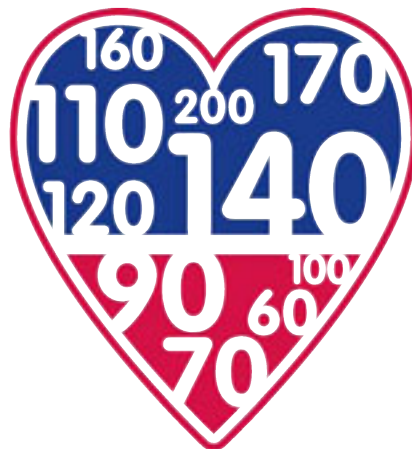
Caroline Klinge, Sales and Marketing Manager, Klinge Chemicals on 01355 238464 or cklinge@klinge-chemicals.co.uk

- The Blood Pressure Association, the UK's leading blood pressure charity, provides information and support to people with high blood pressure and raises awareness about prevention of the condition. The BPA recently won the healthcare category in The Charity Awards 2008. For more details visit www.bpassoc.org.uk or call 020 8772 4994.
- LoSalt, established in 1983, created the reduced sodium salt market in the UK. LoSalt is the UK's reduced sodium salt market leader (82% share, AC Nielsen) and is exported worldwide.
- LoSalt offers technical advice to manufacturers wishing to develop their brand using LoSalt as an ingredient.
- Various retail products available in the UK use and market LoSalt as a key ingredient in their product's formulation.
- Salt by definition is sodium chloride. It's this compound that's associated with high blood pressure – one of the largest contributory factors of heart disease and stroke. A high salt diet can also have such adverse effects as osteoporosis and obesity, to name but a few. This information is widely documented by the following groups:

The Food Standards Agency – www.food.gov.uk / www.salt.gov.uk

Consensus Action on Salt and Health – www.actionsalt.org.uk

Blood Pressure Association – www.bpassoc.org.uk



Blood Pressure Association

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