



“Beautify Your Heart” Program Overview

What: One in every three American women dies from heart disease¹. The Metamucil® “Beautify Your Heart” program was developed to educate women about the benefits of living a heart healthy lifestyle. In order to do this, women need to know their cholesterol number and begin making heart healthy lifestyle choices. The “Beautify Your Heart” program encourages 100,000 women to know their cholesterol number, and change their number by getting a cholesterol screening this year and living a heart healthy lifestyle. As part of the program, Metamucil is donating \$100,000 to WomenHeart to help fund heart disease advocacy and education.

Why: Based on a recent study, more than half of American women do not believe they are at risk for heart disease. And, while sixty percent of women over 18 have been screened for cholesterol in the past year, sixty percent don't know what their cholesterol number is². Because heart disease can be prevented, it is important for women to learn their cholesterol number, and take steps to improve their heart health. Clinical studies have shown that, taken daily, seven grams of soluble fiber from psyllium husk, the amount in three to four servings of Metamucil, may help reduce heart disease risk by lowering cholesterol.

Who: Metamucil, the leading psyllium fiber supplement brand.

WomenHeart, the only national, patient-centered non-profit organization dedicated to promoting women's heart health through advocacy, community education and patient support.

“Desperate Housewives” star and heart health advocate, Brenda Strong, serves as a spokesperson for the “Beautify Your Heart” program because of her personal connection to heart disease. Brenda Strong is the first of 100,000 women to get a cholesterol screening through the “Beautify Your Heart” program.

Where: Women can visit www.BeautifyYourHeart.com to register for the “Beautify Your Heart” program. On the site, women can:

1. Pledge to get a cholesterol screening and find a screening location in their area
2. Learn heart healthy lifestyle tips, tools and recipes
3. Enter the “Beautify Your Heart” sweepstakes** for a chance to win a heart makeover getaway with you and your friends

**Metamucil “Beautify Your Heart” Sweepstakes

NO PURCHASE NECESSARY. Open to residents of the 50 U.S. or D.C., 18 and older at time of entry. Void where prohibited. Sweepstakes begins 12:00 PM (ET) on 12/01/2008. Entries must be received by 12:00 PM (ET) on 03/31/2009. For Official Rules (by which all entrants are bound), visit www.BeautifyYourHeart.com. Sponsor: The Procter & Gamble Distributing LLC, One P&G Plaza, Cincinnati, OH 45202, USA.

###

* As part of a diet low in saturated fat and cholesterol.

¹ http://www.nhlbi.nih.gov/health/hearttruth/press/nhlbi_04_women_disease.pdf

² Metamucil and WomenHeart's “Beautify Your Heart” survey – 2008

A recent study was conducted on behalf of Metamucil and WomenHeart through Opinion Research Corporation to determine women's understanding and habits as they relate to heart disease. A national probability telephone sample is a random-digit-dialing system and was used for this study. The study included 1,009 representative interviews among female adults 18 years of age and older, living in private households in the continental United States. Completed interviews are weighted by four variables: age, sex, geographic region and race, to ensure reliable and accurate representation of the total population.