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MRS. DASH® HELPS AMERICANS SHAKE THE SALT HABIT

Sodium Stoppers Program Provides Support and Donations to American Heart Association

Melrose Park, Ill. (March 3, 2005) – According to the American Heart Association, high blood pressure is one of the leading causes of heart disease – and one proven way to lower blood pressure is to consume less salt. The new USDA Dietary Guidelines urge Americans to decrease sodium consumption to less than 2,300 mg per day, yet the average American consumes 4,000 mg per day, which is almost double. In response, Mrs. Dash®¹, makers of salt-free Seasoning Blends, is launching Sodium Stoppers, an online initiative designed to help Americans shake the salt habit without sacrificing flavor.

The free online Mrs. Dash Sodium Stoppers program (mrsdash.com) is designed to encourage men and women to eliminate unnecessary salt from their diets. By signing up for Sodium Stoppers, participants will make a 12-week commitment to follow the Dietary Approaches to Stop Hypertension (DASH)² Eating Plan, developed by the National Heart, Lung and Blood Institute – and ultimately take the first step to improve overall eating habits. Consumers who visit the site will be introduced to the DASH Eating Plan, low-salt recipes, tips on how to limit salt intake and more.

“The Mrs. Dash Sodium Stoppers program is an important initiative that will contribute to the overall health of Americans nationwide by helping them make a simple change in their diet,” said Tracey Carlyle, MS, RD, LND “Salt is hidden in so many foods, but once you are aware of it you can really learn to take control.”

Mrs. Dash has also made a three-year commitment to be one of the national sponsors of the American Heart Association’s Choose To Move program, a free 12-week physical activity program which will help Americans recognize the importance exercise plays in a heart healthy lifestyle. As part of their commitment, Mrs. Dash will donate \$.25 to the American Heart Association’s Choose To Move program for every person who makes a pledge to Sodium Stoppers and signs up from now until 12/31/05.³ An additional \$.10 will be donated to the American Heart Association’s Choose To Move program, for every Mrs. Dash product purchased between now and 7/31/05.⁴

SODIUM STOPPER SOLUTIONS

With heart disease and hypertension on the rise, it’s crucial that Americans pay attention to their salt consumption, says Carlyle. In addition to Sodium Stoppers, she offers her patients the following tips to keep sodium intake under control:

- **Cut the Salt, Not the Flavor** – Many of Carlyle’s patients are hesitant about following a low-sodium diet for fear of flavorless food. But she maintains that food can taste great without salt. Try adding flavor with one of the 12 varieties of salt-free, all-natural Mrs. Dash Seasoning Blends. Watch out for other seasoning blends, which can include up to 50 percent salt.
- **Keep It Fresh** – Enjoy fresh fruits and vegetables in abundance – they are naturally low in sodium and offer many other health benefits.
- **Switch the Shaker** – Taking the salt shaker off the table can reduce the average person’s salt intake by about 30 percent. Instead, replace your salt shaker with a salt-free alternative, like Mrs. Dash Table Blend.
- **Just Ask** – When you are out to dinner, ask how the food is made and request that it not be prepared with salt, MSG or salt-containing condiments. Most restaurants are willing to accommodate your requests.
- **Learn the Label Lingo** – Look for “low-salt” or “low-sodium” on the label – this label is not allowed on packages unless the food has 140 milligrams of sodium or less per serving.

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LABEL EASE

Many food companies offer reduced-sodium versions of their products, but labels can be confusing. The American Dietetic Association offers the following guidelines to help you interpret the various labels:

- **Sodium-Free:** Contains 5 milligrams or less of sodium per serving
- **Very Low-Sodium:** 35 milligrams or less of sodium per serving
- **Low-Sodium:** 140 milligrams or less of sodium per serving

- **Reduced-Sodium:** At least 25 percent less sodium than the original version of the product. Some reduced-sodium foods may still contain a significant amount of sodium. Use them sparingly.
- **No Added Salt or Unsalted:** No salt is added during processing, but this does not guarantee the product is sodium-free.

About the Mrs. Dash® Brand

The Mrs. Dash brand has sold the number-one salt-free seasoning blend since the 1980s, and will be introducing new Mrs. Dash 10-Minute Marinades in April 2005. Every product from Mrs. Dash is made with a unique combination of 14 natural herbs and spices, with no salt and no MSG. Visit mrsdash.com to explore an interactive recipe database filled with hundreds of delicious, low-salt recipes.

About the DASH Eating Plan

The DASH Eating Plan, developed by the National Heart, Lung and Blood Institute, is centered on findings that show how blood pressure can be reduced by following an eating plan that calls for a certain number of servings daily from various food groups. For example, the plan calls for four to five servings of fruit and four to five servings of veggies every day and recommends approximately six to 12 daily servings of grain products, emphasizing whole grains. In fact, research shows that it can immediately reduce blood pressure, risk for heart disease and naturally lower the amount of sodium consumed.⁵ For individuals with a high risk for hypertension and those with hypertension, an intake of no more than 1,500 mg of sodium is recommended.

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¹ The Mrs. Dash trademark is a 20-year-old federally registered trademark which can be used in connection with food or beverage products, ingredients, diets, recipes and related products, only with permission of its owner, Alberto-Culver Company.

² The title "Dietary Approaches to Stop Hypertension" and the acronym DASH are used by the National Heart, Lung and Blood Institute for an anti-hypertension eating plan.

³ For each unique person who signs up for Sodium Stoppers from February 1, 2005 – December 31, 2005, Alberto-Culver USA, Inc. will make a \$.25 donation to the American Heart Association's Choose To Move program, up to a maximum of \$10,000. This contribution is not tax deductible.

⁴ For each Mrs. Dash® purchase from February 1, 2005 to July 31, 2005, Alberto-Culver USA, Inc. will make a \$.10 donation to the American Heart Association's Choose To Move program, up to a maximum of \$340,000. This contribution is not tax deductible. Visit mrsdash.com for full details.

⁵ The National Heart, Lung and Blood Institute, <http://www.nhlbi.nih.gov/health/public/heart/hbp/dash/>.