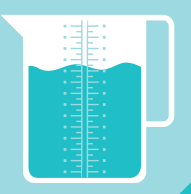


MORE HERBS AND SPICES, MORE FLAVOUR & LESS SALT

Flavouring with herbs and spices can help people eat better by making healthy food tastier. Each spoonful or pinch can help transform a dish so that there's less need for salt.



SHAKE THE SALT HABIT



The **sodium** in salt, together with **potassium**, is necessary to maintain a **good water balance** in the body. Too much sodium, caused by a **high salt intake**, can lead to **high blood pressure**. High blood pressure is unhealthy for the cardiovascular system.

Most people eat **more salt than is good for them**. The World Health Organization recommends that adults eat no more than **5 grams of salt per day**.¹ South Africans eat up to **twice the recommended amount of salt daily at 6-11g/ day**.²



Of this salt intake, **40% is manually added at the table**, which makes it one of the **highest rates in the world**.³ **Reducing salt by as little 1 g/day** could reduce stroke by 4% and coronary heart disease by 3%.⁴

Since 2003, **Unilever** has been gradually **reducing the amount of salt** in our products, in a stepwise fashion whilst **maintaining excellent taste**, aiming for World Health Organization recommendations of **5 grams of salt per day by 2020**.



MAKE HEALTHY DELICIOUS



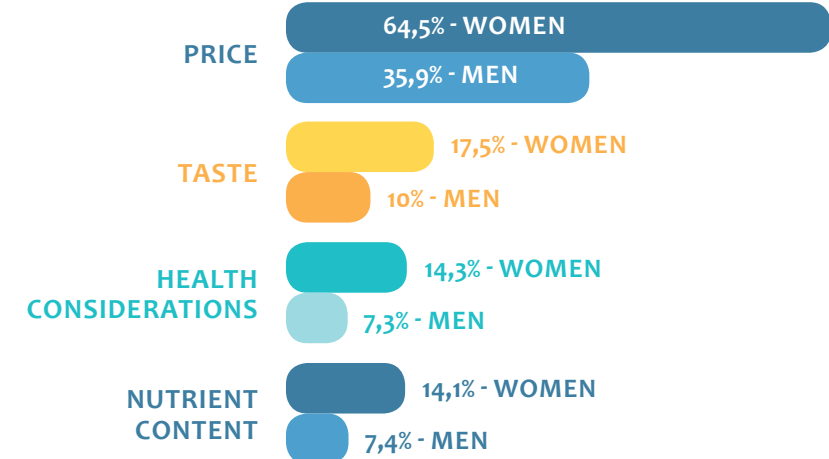
Taste is an area that consumers are **not prepared to compromise on**, with it being the **second consideration for South African shoppers after price**.⁵



Advice to reduce salt is unlikely to be followed if it compromises the **taste of food**.

To improve compliance with salt reduction advice, Health Care Professionals should also give **advice on how your people can retain flavour of food whilst cutting down on salt**.^{6,7}

FACTORS INFLUENCING GROCERY SHOPPING IN SA BY SEX:



To add flavour:

- Use lemon juice and vinegar.
- Cook with herbs including Italian Herbs mix, parsley or rosemary.
- Cook with spices including curry powder, paprika or pepper.
- Cook with garlic, ginger, chilli and onions.

Adding **spices and herbs** to food is a natural and traditional way of **adding flavour** to food and has been used for centuries around the world!



Each spoonful or pinch of spices and Herbs can help transform a dish so that there's less need for salt.



References – ¹ WHO. Guideline: Sodium intake for adults and children. Geneva, World Health Organization, 2012. | ² Wentzel-Vijoen et al. "Use salt and foods high in salt sparingly": a food-based dietary guideline for South Africa. South African Journal of Clinical Nutrition 2013; 26(3): 510-513. | ³ Charlton et al. Diet and blood pressure in SA: intake of foods containing sodium, potassium, calcium, and magnesium in three ethnic groups. Nutrition 2005; 21: 39-50. | ⁴ He, Li & MacGregor. BMJ 2013; 346: 10.1002/4651858.CD004937.pub2 | ⁵ Shisana, Labadarios, Rehle, Simbayi, Zuma, Dhansay, et al. (2013) South African National Health and Nutrition Examination Survey (SANHANES-1). Cape Town: Health Sciences Research Council, 2013. | ⁶ Anderson, Cobb & Miller. Circulation 2014; 129: AMP37. | ⁷ Zandstra EA, De Kock HL, Sayed N & Wentzel-Vijoen E. (2014) Shaking salt perceptions: the use of table salt with reduced salt products. Poster at the 6th European Conference on Sensory and Consumer Research, 7-10 September 2014, Copenhagen (Denmark).