How to lower blood pressure naturally
(World Hypertension Day 17th May 2011)

With World Hypertension Day around the corner (17th May), it is the perfect time to talk about hypertension and how people can make little changes to their lives to reduce their blood pressure.

With up to 40% of UK adults – over 16 million people - currently suffering from high blood pressure or hypertension, a figure that is likely to rise further as obesity, salt intake, alcohol and lack of exercise are on the increase, this health problem will be affecting many of your readers’ lives.

Referred to as ‘the silent killer’, there are no obvious symptoms that indicate a person has high blood pressure. Untreated hypertension can cause kidney damage, and raises the risk of heart attack, stroke and other cardiovascular diseases, which is the biggest killer in the UK.

Tip from Dr Sarah Brewer – GP and author:

"There's currently a lot of interest in the fact that people with the highest intake of dairy products have the lowest blood pressure. A recent study, involving 2245 people, found those with the highest intake of low-fat milk and milk products were 20% less likely to develop high blood pressure (over a six year follow-up period) than those with the lowest intakes.

Originally, it was thought that calcium was the beneficial ingredient. New research suggests that dairy lactotripeptides are the active component. These peptides naturally block the action of an enzyme, called ACE, to promote blood vessel relaxation. This is the same enzyme targeted by ACE inhibitor drugs prescribed to treat hypertension. For those with high blood pressure, a product containing dairy peptides is a natural way to help lower blood pressure."

Try the supplement help: blood pressure (£9.99 from Boots, Holland & Barrett and Waitrose), which contains dairy peptides, and helps to lower blood pressure the natural way.

help: blood pressure uses the power of nature and science to tackle the problem of hypertension. This innovative nutraceutical product is designed to bridge the gap between nutrition and pharmaceutical drugs, incorporating the best of both worlds: natural ingredients with clinically proven health benefits.

help: blood pressure contains 100% natural ingredients including dairy peptides – bioactive proteins extracted from milk by using advanced scientific methods – that have been proven to deliver results after a minimum period of six weeks.

help: blood pressure is water-soluble, allowing it to dissolve in water, other non-carbonated beverages and soft foods whilst retaining its full effectiveness. Take a sachet of help: blood pressure twice a day – just add it to your favourite drink or soft food - for a minimum of six weeks for best possible results.

How it works

Extensive research has shown that dairy peptides (lactotripeptides), the key ingredient in help: blood pressure, reduces the chemical in the blood stream that causes blood vessels to narrow and
constrict (angiotensin II)([1]). Therefore, a decrease of this chemical will help the blood vessels to relax and widen, and so the pressure of blood within the blood vessels is reduced.

Although dairy peptides can be found in milk, the beneficial blood pressure lowering effect is only activated when the bioactive peptides are extracted from the milk. ([2]) This means that drinking litres of milk is not going to lower your blood pressure. An easy and effective solution is to simply take a sachet of help: blood pressure twice a day to get the required measured dosage of dairy peptides.

In a recent consumer trial of 67 individuals with hypertension, 89% recorded a significant reduction in their blood pressure after taking the product.([3])

Those who have a blood pressure reading that is higher than 159 mmHg/ 99 mmHg are advised to consult their doctor first to discuss their health situation and options.

help: blood pressure is suitable for lactose intolerant people, vegetarians and diabetics and is gluten-free.

help: blood pressure is available from Boots, Waitrose and Holland & Barrett stores and online at www.workswithwater.co.uk, priced at £9.99 for a week’s supply. Visit www.workswithwater.co.uk for more information.

For additional information, images or samples, please contact Sarah Vrancken (SVPR) on sarahvrancken@press-london.co.uk or 07891 828 787.

Footnotes:

[1] All study references can be found here:

http://www.workswithwater.co.uk/documents/HBP%20References.pdf


[3] Works With Water conducted its own consumer trial of 67 individuals with hypertension in 2008. Participants were asked to consume the equivalent of 2 x 4g sachets each day and record their blood pressure regularly