**Key communication to consumer for Kraft Liveactive 240g Cream Cheese:**

**On Pack:**

For optimal results, 40g (equivalent to 2 tablespoons) of Kraft Liveactive cream cheese (containing 2g of plant sterols) should be consumed per day.

 Use similar imagery as Logicol to demonstrate visually or :

*Consume Liveactve as part of a healthy diet. Liveactive may not be suitable for children or lactating women due to special dietary needs. Consuming more than 3g of plant sterols day provides no extra benefit.*

**On website and other communication materials:**

*Under How much to eat:* <http://www.kraft.com.au/liveactive-how-much-to-eat.aspx>

To help manage your cholesterol levels, the National Heart Foundation recommends 2-3g of plant sterols or 2 to 3 serves of plant sterol enriched products each day as part of a healthy diet.^

* Each serve of KRAFT **liveactive** cheese provides 1g of plant sterols. Enjoy **40g (equivalent to 2 tablespoons) of KRAFT Liveactive light cream cheese everyday for up to 10% cholesterol reduction in 3 weeks\***

But remember, don't stop after just 3 weeks! Ongoing consumption is important to help ensure the reduced cholesterol level is maintained.

*^Heart Foundation's Position statement on phytosterol/stanol enriched foods, January 2007 (http://ww3.heartfoundation.org.au/SiteCollectionDocuments/HF%20Phytosterols%20Stanols%20CVD%20PositionSt.pdf)*

*\*Individual results are influenced by many factors including age, current blood cholesterol levels and metabolism. While it is important to get enough plant sterols for optimal reduction, consuming more than 3g of plant sterols a day provides no extra benefit*

*Under FAQs:* [*http://www.kraft.com.au/liveactive-faqs.aspx*](http://www.kraft.com.au/liveactive-faqs.aspx)

Additional question:

**How much of Kraft Liveactive Cream Cheese 240g Tub should I use?**

40g (2 tablespoon) of Liveactive Cream Cheese (containing 2g plant sterols) a day should be consumed. This is equivalent to spreading Liveactive cream cheese generously onto 2 slices of bread a day. We recommend you should consume Liveactve as part of a healthy diet. Liveactive may not be suitable for children or lactating women due to special dietary needs. Consuming more than 3g of plant sterols day provides no extra benefit.

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