Industry Engagement Toolkit | Eggs and Cholesterol

Key messages

* Current research supports the inclusion of eggs daily as part of a healthy diet1.
* In healthy people, daily egg intake is not associated with risk of heart disease2.
* Individuals vary in their response to dietary cholesterol intake3. In most people, dietary cholesterol has a minimal impact on blood cholesterol levels4.
* Saturated and trans-fat intake have a larger impact on blood cholesterol levels than dietary cholesterol intake2.
* The body responds to the intake of dietary cholesterol by reducing its own production of cholesterol. This helps balance cholesterol levels in the body1.
* A ‘heart healthy’ eating pattern is naturally low in saturated fat, trans-fat, salt and added sugar, and rich in wholegrains, fibre, antioxidants and unsaturated fats (omega-3 and omega-6)2.
* Eggs contain nutrients and compounds known to benefit heart health including omega 3s and antioxidants5, 6.

Social media content

To help you promote the nutritional power of the egg, the IEC has developed a range of **sample social media posts** with **matching graphics.**

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|  | It is time to crack the myth about eggs and cholesterol! 🥚🍽🤯  According to the latest research, eggs are no longer considered to have a negative effect on blood cholesterol in most people 👏🍳❤️  Find out more: <https://bit.ly/3M2adbo> 👈  #EggsForAll #Eggs #EggNutrition #Cholesterol #HeartHealth #CrackingEggMyths |
|  | Did you know…?🤔 Not all cholesterol is necessarily bad! ❤️🤯  The cholesterol that comes from the foods we eat has a minimal impact on LDL (‘bad’) cholesterol levels, meaning we can safely eat eggs as part of a ‘heart healthy’ diet! 🍳🍽👏  Discover more: <https://bit.ly/3M2adbo> 👈  #EggsForAll #Eggs #EggNutrition #Cholesterol #HeartHealth #CrackingEggMyths |
|  | 👍GOOD cholesterol vs BAD cholesterol👎  Unscramble the truth and discover why eggs 🥚 can be eaten as part of a ‘heart❤️ heathy’ diet: <https://bit.ly/3M2adbo> 👈  #EggsForAll #Eggs #EggNutrition #Cholesterol #HeartHealth #CrackingEggMyths |
|  | Did you know…?🤔 Saturated fat has a greater impact on blood cholesterol levels than the dietary cholesterol found in eggs! 🍳🍽  Stay healthy by eating eggs alongside foods that are good for the heart, like fish, fruit, vegetables, whole grains, dairy foods, nuts and legumes 🥚🐟🥜🍎🥛  Learn more about eggs, cholesterol and heart health: <https://bit.ly/3M2adbo> 👈  #EggsForAll #Eggs #EggNutrition #Cholesterol #HeartHealth #CrackingEggMyths |
|  | Unscrambling the truth about eggs and cholesterol! 🥚❤️🍽  The Egg Nutrition Center’s Dr Mickey Rubin explores why eggs are the perfect complement to ‘heart healthy’ diets in the latest article by the IEC 🤯🙌🍳  Read now: <https://bit.ly/3M2adbo> 👈  #EggsForAll #Eggs #EggNutrition #Cholesterol #HeartHealth #CrackingEggMyths |
|  | Did you know…? 🤔 Eggs contain nutrients and compounds known to benefit heart health, including omega 3 and antioxidants! 🍳❤️  Discover the truth about eggs, heart health and cholesterol: <https://bit.ly/3M2adbo> 👈  #EggsForAll #Eggs #EggNutrition #HeartHealth |

Check out your downloaded toolkit for all the social media graphics for Instagram, Facebook and Twitter.

**PLEASE NOTE: The messages included in this toolkit are provided as examples and may need to be tailored to meet country-specific messaging regulations and cultural contexts.**

References

1 National Health and Medical Research Council. (2013). *Australian Dietary Guidelines*. <https://www.nhmrc.gov.au/adg>.

2 Heart Foundation. (2019). *Dietary Position Statement: Eggs & Heart Healthy Eating*. <https://www.heartfoundation.org.au/health-professional-tools/nutrition-position-statements>.

3 Rouhani, M.H., Rashidi-Pourfard, N., Salehi-Abargouei, A., Karimi, M., & Haghighatdoost, F. (2018). *Effects of Egg Consumption on Blood Lipids: A Systematic Review and Meta-Analysis of Randomized Clinical Trials*. J Am Coll Nutr 37(2), 99-110. <https://pubmed.ncbi.nlm.nih.gov/29111915/>.

4 Vincent, M.J., Allen, B., Palacios, O.M., Haber, L.T., & Maki, K.C. (2019). *Meta-regression analysis of the effects of dietary cholesterol intake on LDL and HDL cholesterol*. Am J Clin Nutr 109(1), 7-16. <https://pubmed.ncbi.nlm.nih.gov/30596814/>.

5 Food Standards Australia New Zealand. (2017). *Australia New Zealand Food Standards Code – Schedule 4 – Nutrition, health and related claims*. Canberra, Australia. <https://www.legislation.gov.au/Details/F2017C00711>.

6 Leermakers, E.T.M., et al. (2015). *Effects of choline on health across the life course: a systematic review*. Nutr Rev 73(8), 500-22. <https://pubmed.ncbi.nlm.nih.gov/26108618/>.