

what the experts say

“ There is no recommended limit on how many eggs people should eat. Eggs are a good choice as part of a healthy balanced diet. ”
Food Standards Agency

“ One of the causes of high blood cholesterol levels among people in the UK is eating too much saturated fat. The cholesterol which is found in some foods such as eggs, liver, kidneys and some types of seafood eg prawns, does not usually make a great contribution to the level of cholesterol in your blood. It is much more important that you eat foods that are low in saturated fat. ”
British Heart Foundation

“ Since the 1980s research has consistently shown that the amount of saturates in the diet is a major influence on blood cholesterol levels. The level of cholesterol in the diet is no longer considered a priority when trying to reduce blood cholesterol levels. ”
British Dietetic Association

the good egg

Eggs can make an important contribution to a healthy balanced diet as they contain high quality protein and many other nutrients, including vitamins D and A; the B vitamins riboflavin (B₂), B₁₂ and folate; and the minerals phosphorus, iodine and selenium. There are less than 80 calories in a medium egg.

Nutrition information Typical values	Per medium size egg (average 58g)	Per 100g
Energy	324kj 78kcal	627kj 151kcal
Protein	6.5g	12.5g
Carbohydrate of which sugars starch	trace trace	trace trace
Fat of which saturates	5.8g 1.7g	11.2g 3.2g
Fibre	0.0g	0.0g
Sodium	0.072g	0.14g

Vitamins and minerals	Per 100g	%RDA
Vitamin A	190µg	24%
Vitamin D	1.6µg	32%
Riboflavin (B ₂)	0.47mg	34%
Vitamin B ₁₂	2.5µg	100%
Folate	50µg	25%
Phosphorus	200mg	29%
Iodine	53µg	35%
Selenium	11µg	20%

RDA = Recommended daily allowance

look for the Lion

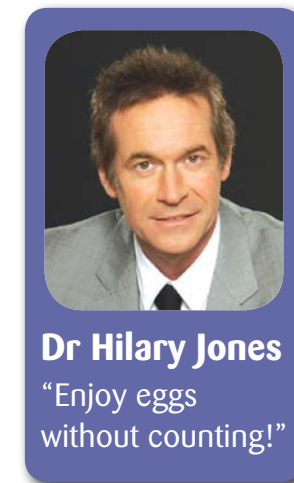
Look for the British Lion Quality mark on the egg shell as well as on the egg pack as a guarantee that the eggs have been produced to the highest standards of food safety.



All Lion Quality eggs come from British hens vaccinated against salmonella and have a 'best before' date stamped on the shell as well as on the box as a guarantee of freshness.

lifting the limits

the facts about eggs & cholesterol



Dr Hilary Jones
“Enjoy eggs without counting!”





foreword by Dr Hilary Jones

Although we know that high blood cholesterol is an important risk factor for heart disease, there has been some confusion as to its causes, with many people incorrectly still thinking that they need to limit their intake of foods like eggs that contain dietary cholesterol.

Only around one-third of the cholesterol in the body comes from the diet (our bodies make the rest) and we now know that the most important dietary factor is saturated fat, not dietary cholesterol.

Health experts worldwide have therefore lifted their previous limits on egg consumption, emphasising instead the need to reduce intake of foods high in saturated fat.

As an egg-lover myself, I am delighted to help set the record straight and encourage more people to enjoy eggs every day, without needing to count them!

cholesterol Q&A

Q. What is cholesterol?

A. Cholesterol is a waxy substance which is an essential component of the body's cells and hormones. It is made by the liver and is naturally present in the blood.

Q. What are LDL and HDL cholesterol?

A. Most cholesterol in the blood is carried on low density lipoproteins (LDL), which take cholesterol from the liver to body tissues. High blood levels of LDL cholesterol (sometimes called "bad cholesterol") are associated with an increased risk of Coronary Heart Disease (CHD). Most of the remaining cholesterol is carried as high density lipoproteins (HDL), sometimes termed "good cholesterol", because they transport excess cholesterol back to the liver for disposal from the body and because higher HDL levels are associated with a decreased risk of CHD.

Q. What happens if I have a high level of blood cholesterol?

A. When too much LDL cholesterol is present in the blood, over time it causes a build-up of fatty material which makes the arteries narrower, slowing down the flow of blood to the heart. If they are then blocked by a blood clot, the blood flow stops completely, causing a heart attack.

Q. How can I lower my blood cholesterol?

A. Maintaining a healthy lifestyle can help control your blood cholesterol level and reduce your risk of coronary heart disease. This means not smoking, increasing your level of exercise and maintaining a healthy weight, as well as reducing your intake of saturated fat, found in foods such as cream, butter, full fat cheeses, fatty meats, pastry, cakes and biscuits.

Q. Can high blood cholesterol be hereditary?

A. Yes. For most people, the level of blood cholesterol is the result of both diet and lifestyle. However, sometimes, high blood cholesterol is the result of a defect which is inherited and which increases the risk of coronary heart disease. If you have a strong family history of heart disease, get your blood cholesterol level and other risk factors checked out by your doctor.

Q. Why were we told in the past to cut down on eggs?

A. In the past it was thought that people should limit the number of eggs they eat because they contain cholesterol. However, the early research in this area did not adequately separate the effect of cholesterol from that of saturated fat. Some early studies were also based on consumption of unrealistically high amounts of eggs.

More recent research has shown that it is saturated fats, not dietary cholesterol, that are most influential in raising blood cholesterol and there has been no consistent evidence of a link between egg consumption and heart disease.

Q. How many eggs should I eat?

A. Most people do not need to limit the number of eggs they eat - previous restrictions have been lifted by all major UK heart and health advisory groups including the Food Standards Agency and the British Heart Foundation.