

POTASSIUM AND SODIUM

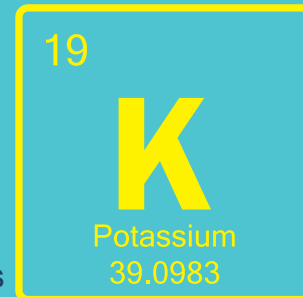
A Balancing Act for Your Health

WHAT IS POTASSIUM?

Potassium is a **vital mineral** essential for many bodily functions:

- Regulates the amount of water in your body
- Supports muscle contractions
- **Mitigates the effects of sodium on blood pressure**

Potassium is found in all foods, but primarily in fresh fruits and vegetables



WHAT IS THE RIGHT AMOUNT OF POTASSIUM?

Americans **fall short** of the recommended **potassium** intake and **exceed** recommended **sodium** intake



Eating more potassium-rich foods is beneficial, especially with high sodium intake. While it is important to increase potassium, it's still **essential to manage sodium intake**.

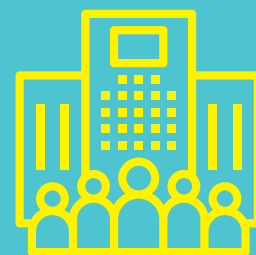


AIM FOR 4700 MG POTASSIUM AND 2300 MG SODIUM DAILY

HOW ARE FOOD COMPANIES HELPING?

The food industry is **voluntarily reducing sodium in packaged foods** for better health by:

- **Using less salt** in their products to lower sodium levels
- Creating **new low-sodium products** that taste good
- Adding **potassium-rich ingredients**, including potassium salts, to replace some salt



WHAT CAN YOU DO FOR YOUR HEALTH?



- **Variety is Key:** Include a variety of potassium-rich foods in your daily meals to ensure adequate intake
- **Taste the Difference:** Try lower-sodium version of your favorite foods that use potassium salts. You might be surprised how good they taste.
- **Read Food Labels:** Check labels for potassium content if you have specific dietary needs or concerns
- **Talk to your Healthcare Provider:** If you have underlying health conditions or are taking medications, consult with a healthcare professional to determine your specific potassium needs