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# REASONS POTASSIUM-PACKED IDAHO® POTATOES ARE GOOD FOR

# YOU



## REGULATE BLOOD PRESSURE

Potassium helps to lower blood pressure by balancing out the negative effects of salt.



## IMPROVE BONE HEALTH

Potassium neutralizes the effects of bone-depleting metabolic acids. These acids “eat away” at the bone, much like acid rain eats away at a limestone statue.



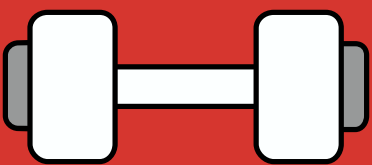
## REDUCE RISK OF HEART DISEASE

An increase in potassium intake along with a decrease in sodium is the most important dietary change a person can make to reduce their risk of cardiovascular disease, according to Dr. Mark Houston, a professor of medicine at Vanderbilt Medical School.



## LOWER RISK OF STROKE

According to the Journal of the American College of Cardiology, adding just 1600 mg of potassium a day to your diet can lower your risk of stroke by 21%.



## PREVENT MUSCLE CRAMPS

Potassium helps keeps your muscles healthy by working at the cellular level to repolarize the cells of your muscles, helping to repair them faster and more efficiently.



## BALANCE ELECTROLYTE LEVELS

Potassium is an electrolyte with many essential jobs: it helps conduct nerve impulses and muscle contractions, regulates the flow of fluids and nutrients into and out of body cells.

