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Aseem Malhotra: Over years of my own research, Andreas, I've come to the conclusion that a lot of what we do in cardiology in modern medicine is no better than putting a sticking plaster on a severed artery.

And one of the reasons for that is that we have now become a illness service, we've not been addressing the root causes. And over the last few years I've come to the conclusion, looking at all of the research and evidence that we have available, that lifestyle changes are much more powerful both in prevention and the treatment of heart disease.

But more importantly, the impact of these changes is quite rapid. They can happen for example in 21 days.