

**LOWER YOUR UNHEALTHY CHOLESTEROL LEVELS
WITH
HEALTHY PLANT STEROLS AND STANOLS**

Did you know?

Increased levels of cholesterol in your blood are associated with increased risk of coronary heart disease and stroke.

Lowering your total cholesterol and especially the bad type called LDL cholesterol is proven to reduce your risk of heart disease and stroke. This is true even if your cholesterol is within the normal range. This means that virtually everyone can benefit from lowering his or her cholesterol level.

The more you lower your cholesterol, the more you reduce your risk of heart disease and stroke. Every 1% reduction in LDL cholesterol provides a reduction in risk of a cardiovascular event approximately 1-1.5%.

Over the past 20 years, many human clinical studies have shown that a *component of raw plant oils* called **PLANT STEROLS AND STANOLS** can reduce total and LDL cholesterol by between 5-20%.

It is believed that anyone over the age of 35 could benefit from reducing their cholesterol level. Most people would like to do this naturally without the use of drugs.

Q: What exactly are **PLANT STEROLS AND STANOLS**?

A: Plant **sterols** are present naturally in small quantities in many fruits, vegetables, nuts, seeds, cereals, legumes, vegetable oils, and other plant sources. Plant **stanols** occur in even smaller quantities in many of the same source they have a structure similar to cholesterol found in animal fat.

Q: How do **PLANT STEROLS AND STANOLS** lower cholesterol?

A: **PLANT STEROLS AND STANOLS** lower cholesterol by blocking absorption of cholesterol from the intestine. Normally, cholesterol passes from intestine to the blood stream

Q: How much **PLANT STEROLS AND STANOLS** do I need to take to lower cholesterol?

A: Stanols and sterols have been well tolerated in numerous clinical trials on over 1800 people, with doses up to 25 g per day.

Q: Are **PLANT STEROLS AND STANOLS**?

A: Yes, **PLANT STEROLS AND STANOLS** are completely safe. In fact **PLANT STEROLS AND STANOLS** are one of the only remedies for reducing cholesterol that are considered completely safe for children and diabetics.

Q: Do **PLANT STEROLS AND STANOLS** affect the absorption of some vitamins?

A: Probably, because **PLANT STEROLS AND STANOLS** block the absorption of cholesterol in the intestine, they may also inhibit absorption of vitamin E, and the carotenoids such as beta-carotene.

Q: Do **PLANT STEROLS AND STANOLS** still work if I am already on a low cholesterol diet?

A: Yes, this is because most of the cholesterol we absorb from the intestine, we produce as a part of our digestive juices, which are used to digest fat. This means that **PLANT STEROLS AND STANOLS** work even if the diet contains no cholesterol at all.

Q: Should **PLANT STEROLS AND STANOLS** be taken on their own or can they be combined with other beneficial nutrients?

A: To derive all of the cholesterol lowering benefits, you only need to take the **PLANT STEROLS AND STANOLS**. However, **PLANT STEROLS AND STANOLS** can be combined with other nutrients, particularly omega-3 fish oils, to provide additional heart health and many other benefits associated with fish oil.