

Cholesterol reduction the natural way

## **Description**

### **Cholesterol Reduction Complex††**

First: A few facts on Heart Health

Next: Sterols and stanols and how they work

Followed by: HDL VS. LDL

Concluding with: The Shaklee's Difference & TLC

Would you like to lower Your Cholesterol Naturally? Are YOU Among the Millions of Americans with High Cholesterol?

One in three adults in the U.S. has high cholesterol, which can affect anyone at any age, and can negatively impact heart health and cardiovascular function over time. People with high cholesterol have a higher risk of developing heart disease compared to those with optimal levels. Among the culprits are genetics and diet. Some people are predisposed to high cholesterol and produce more of it in the liver, while others get too much from the foods they eat—foods such as bacon, hot dogs, and sausages that also contain high amounts of saturated fat.

These foods may sit well on your palate, but without proper measures to control intake and reduce body cholesterol levels, they can lead to some major health challenges.

### **Here are some facts.....Did You Know?**

- A 10% reduction of LDL (“bad”) cholesterol equates to a 10%–20% decrease in heart disease risk.
- If you eat foods such as pizza, hamburgers, and steak on a regular basis, you may be increasing your chances for developing high cholesterol.
- The American Heart Association (AHA) recommends consuming no more than 300 mg of

cholesterol a day; those with heart disease should consume less than 200 mg of cholesterol.

- According to the AHA, eating one egg for breakfast, drinking two cups of coffee with 1 tablespoon of half-and-half each, lunching on 4 ounces of lean skinless turkey breast with one tablespoon of mayonnaise, and eating a 6-ounce serving of broiled short loin porterhouse steak for dinner yields 510 mg of dietary cholesterol. That's nearly twice the recommended daily amount!
- Men tend to have higher cholesterol than women. However, after menopause, cholesterol levels in women increase due to a decline in estrogen production. The heart-healthy choice that provides 2,000 mg of plant sterols and stanols per day

**Shaklee Cholesterol Reduction Complex††** is a proprietary formulation with clinically proven ingredients that help prevent the absorption of cholesterol and lower LDL ("bad") cholesterol. It contains plant sterols and stanols that, when added to a healthy diet, have been shown in numerous studies to significantly reduce LDL cholesterol.

- Made with a powerful blend of sterols and stanols, which are found naturally in plants, fruits, vegetables, and grains
- Delivers 2,000 mg of plant sterols and stanols daily Star Achievers Team, LLC © 2012, Not for sale, can be shared Page 2 of 3
- Plant sterols and stanols have been clinically proven by more than 80 studies to lower LDL cholesterol
- Delivers daily 100% of the National Institutes of Health's (NIH) recommendation for plant sterols and stanols\*
- Gluten free
- Star-K certified

††Products providing 800 mg of plant sterols and stanols daily, consumed with two different meals as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. **Cholesterol Reduction Complex** provides 1,000 mg of plant sterols and stanols per serving, and 2mg daily when used as directed.

\*NIH recommendation for lowering cholesterol: eat less saturated fat and cholesterol, exercise, lose weight, eat more soluble fiber, and consume 2,000 mg of plant sterols and stanols daily.

## **Plant Sterols and Stanols — The Smart Choice** So how, exactly, do plant sterols and stanols work?

1. Plant sterols and stanols are ingested from food or supplements.
2. Because they are structurally similar to cholesterol, plant sterols and stanols compete for absorption in the intestines.
3. Plant sterols and stanols bind to receptors in the intestines, leaving cholesterol behind. The net result is that less cholesterol is absorbed by the body, and less ends up in the bloodstream. Included in this document is a hot link where you can view an animated version of sterols and stanols at work in the blood stream. You may find this helpful for yourself and your costumers!

## **HDL Versus LDL: What's the Difference?**

Not all cholesterol is bad. The good kind—HDL cholesterol, short for high-density lipoproteins—offers some great health benefits. It's the LDL ("bad") cholesterol, or lowdensity lipoprotein, that we really need to watch out for. In general, cholesterol—a type of fat— plays a role in maintaining cell membrane structure and hormone production. However, excess LDL cholesterol can build up in the arteries, leading to an increased risk of heart disease. Here's where You decide..... We know that Cholesterol Reduction Complex provides 2,000 mg of plant sterols and stanols daily. To get that same amount of sterols and stanols, consider what you'd have to eat every day.

Now for those of you who on a daily basis consume 6.5 cups of soybeans or 59 oranges or 47.5 cucumbers there is no need to be concerned about getting adequate amounts of sterols and stanols. To make sure you get the 2,000 mg of plant sterols and stanols take 2 Cholesterol Reduction tablets twice daily up to 30 minutes before mealtime.

## **Who Should Take Cholesterol Reduction Complex?**

High cholesterol is one of the major controllable risk factors for coronary heart disease. As blood cholesterol rises, so does the risk of developing heart disease. Your chances of

having high cholesterol are greater if you are a male, are older, are a woman experiencing post menopause, have a family history of high cholesterol, or if your diet is high in saturated fat and cholesterol. The good news is you can lower your cholesterol and reduce your risk of heart disease by taking responsibility in managing your cholesterol levels.

This product is not intended for pregnant or lactating women and children under 12 years of age. Consult your physician if you are using cholesterol lowering medication. Take Action today, naturally and follow these tips from the National Institutes of Health's

### **Therapeutic Lifestyle Changes Program to help lower your cholesterol:**

1. Decrease your intake of saturated fat to less than 7% of total calories
2. Decrease your dietary cholesterol intake to less than 200 mg per day
3. Lose 10 pounds if overweight
4. Add 5–10 g of soluble fiber to your diet each day
5. Add 2,000 mg of plant sterols and stanols to your diet each day

Now the healthy approach to lowering LDL cholesterol is Shaklee's **Cholesterol**

**Reduction Complex**†† delivers 2,000 mg of a combination of sterols and stanols, an efficacious intake level recommended by the National Institutes of Health (NIH) Therapeutic Lifestyle Changes (TLC), Your Guide to Lowering Your Cholesterol with TLC. The TLC recommendations are a comprehensive approach to reducing elevated LDL cholesterol levels for the purpose of reducing the risk of heart disease. The essential components include:

- Reducing the dietary intake of LDL-raising dietary factors (saturated fats, trans fats, and dietary cholesterol)
- Increasing the intake of LDL-lowering dietary factors (consuming 10–25 g of soluble fiber and adding 2,000 mg per day of sterols/stanols)
- Losing weight and increasing exercise

Plant sterols and stanols are found in the cell walls of plants and occur in very small amounts in plants, fruits, vegetables, seeds, and grains, that's why supplementing

the diet with sterols and stanols was shown to significantly lower LDL cholesterol in a recent meta-analysis of 84 studies. This effect has been shown in as little as three to four weeks. Furthermore, another meta-analysis of eight studies shows that intake of sterols and stanols can further reduce cholesterol levels even in those already using statins.

Lower Your Cholesterol Naturally with FDA-approved Cholesterol Reduction Complex††!

? The Smart Choice.

\*NIH recommendation for lowering cholesterol: eat less saturated fat and cholesterol, exercise, lose weight, eat more soluble fiber, and consume 2,000 mg of plant sterols and stanols daily.

\*\* These statements have not been evaluated by the food and drug administration. This product is not intended to diagnose, treat, cure, or prevent any disease. ††Products providing 800 mg of plant sterols and stanols daily, consumed with two different meals as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Cholesterol Reduction Complex provides 1,000 mg of plant sterols and stanols per serving, and 2mg daily when used as directed.



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