

INTRODUCING



Cholesterol Reduction Complex[†] Lower Your Cholesterol Naturally

[†]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 2,000 mg daily when used as directed.

DID YOU KNOW?



1 in **3** American adults
has high cholesterol.

DID YOU KNOW?



YOU ARE AT RISK FOR HIGH CHOLESTEROL

- If you have a poor diet
- If you are overweight
- If you are a woman after menopause

DID YOU KNOW?



People with high total cholesterol may have a **significantly greater** risk of developing heart disease than people with optimal levels.

WHAT IS LDL CHOLESTEROL?



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 low-density lipoprotein ones, 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.

DID YOU KNOW?



10% reduction in LDL (“bad”) cholesterol equates to an approximately **20%** decrease in heart disease risk.

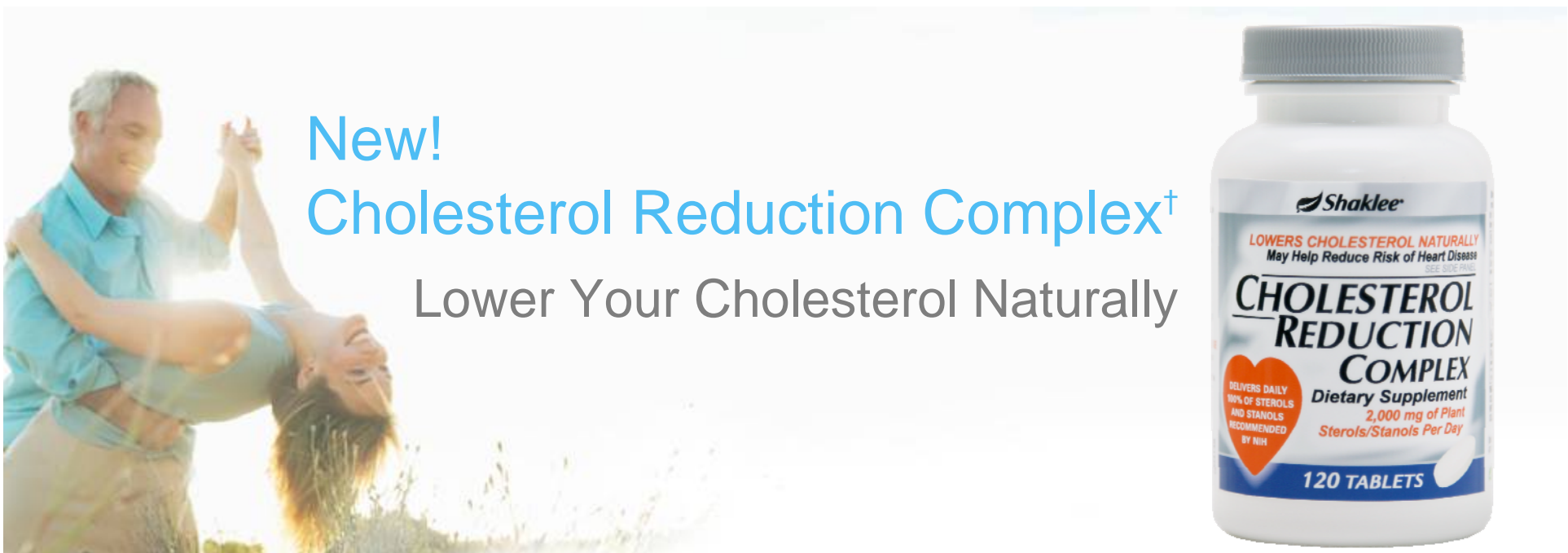


Did you know
that there is now
a natural way
to lower your
cholesterol?



Natural compounds found in plants, fruits, vegetables, and grains called plant sterols and stanols can help lower your cholesterol **naturally**.

Clinically proven ingredients that have been supported by more than **80 studies** to lower LDL cholesterol.



New! Cholesterol Reduction Complex[†]

Lower Your Cholesterol Naturally

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CHOLESTEROL REDUCTION COMPLEX[†]



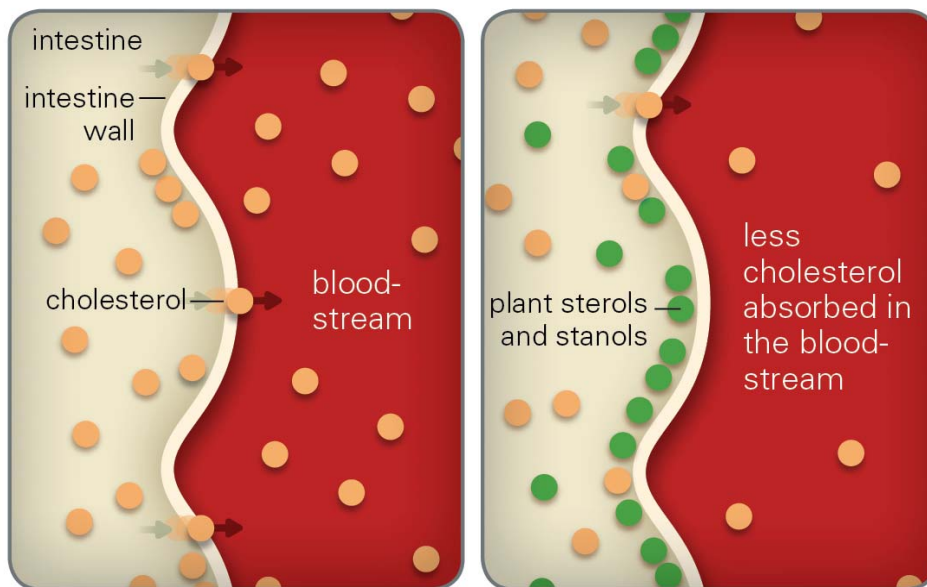
The Heart-Healthy Choice with 2,000 mg of
Plant Sterols and Stanols Per Day

- 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
- 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 (NIH) recommendation for sterols and stanols*

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*To reduce cholesterol, NIH recommends that people eat less saturated fat and cholesterol, exercise, lose weight, eat more soluble fiber, and consume 2,000 mg of plant sterols and stanols daily.

HOW DO PLANT STEROLS AND STANOLS WORK?



Before taking plant sterols and stanols

After taking plant sterols and stanols

- Plant sterols and stanols are ingested into the body from food or supplements.
- Because they are structurally similar to cholesterol, sterols and stanols compete with cholesterol for absorption into the body.
- This can effectively prevent cholesterol from being sent into the bloodstream and the body.
- The net result is that less cholesterol is absorbed by the body; the plant sterols/stanols are then processed and excreted by the body because they are poorly absorbed.

You Choose

Cholesterol Reduction Complex[†] provides 2,000 mg of plant sterols and stanols daily. To get that same amount of plant sterols and stanols, consider what you'd have to eat every day^{**}:



^{**}Adapted from the USDA nutrient database for standard reference.

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CHOLESTEROL REDUCTION COMPLEX[†] Supplement Facts

Supplement Facts		
Serving Size: 2 Tablets		
Servings Per Container: 60		
	Amount Per Serving	% DV
Calories	10	
Total Carbohydrate	2 g	1%**
Dietary Fiber	<1 g	3%**
Sodium	10 mg	<1%
Plant Sterols/Stanoles	1,000 mg	†

**Percent Daily Values (DV) are based on a 2,000 calorie diet.
†Daily Value not established.

INGREDIENTS: PLANT STEROLS/STANOLS, MICROCRYSTALLINE CELLULOSE, CROSCARMELLOSE SODIUM, HYDROXYPROPYL METHYLCELLULOSE, MODIFIED FOOD STARCH, HYDROXYPROPYL CELLULOSE, HYDROXYLATED SOY LECITHIN.



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Take Action Today, Naturally

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