

Plant Sterols and Heart Health

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Research Shows Natural Plant Sterols Play a Valuable Role in Heart Health

Important news for everyone concerned with managing cholesterol

Managing cholesterol now may protect your future health more than you realize. Elevated cholesterol levels and heart disease go together, which is why managing cholesterol is important to everyone, whatever their age and whatever the current health of their heart. Heart Choice™ natural plant sterols allows you to start protecting your future heart health by reducing cholesterol up to 15%. And it does it the safe, natural way—without side effects.

Of the two forms of cholesterol, HDL (high-density lipoprotein) helps with essential bodily functions and protects against heart disease, which is why it's called the "good cholesterol." LDL (low-density lipoprotein), known as "bad cholesterol," tends to deposit onto arteries walls, particularly the coronary arteries leading to the heart, creating a major risk factor for the development of coronary arterial disease. Exercise and a low-fat diet are essential for a healthy heart, but on their own they may not be enough.

LDL ("bad") cholesterol

Less than 100 mg/dL	Optimal
100-129 mg/dL	Near optimal/above optimal
130-159 mg/dL	Borderline high
160-189 mg/dL	High
Equal to or higher than 190 mg/dL	Very high

HDL ("good") cholesterol

Less than 40 mg/dL	Low
Equal to or higher than 60 mg/dL	High

Source: National Heart, Lung, and Blood Institute

Plant sterols: Natural heart protection

Plant sterols are beneficial fat-like substances that naturally occur in vegetables and fruits, and are especially concentrated in vegetable oils, legumes, nuts, and grains. Not only do plant sterols lower bad cholesterol (LDL), they do it without affecting good cholesterol (HDL) levels. (To see recent clinical studies and learn more about cholesterol and heart health, visit www.heart-choice.com)



How plant sterols work

The molecular structure of plant sterols is almost identical to cholesterol, which is an animal sterol. Because our bodies can't tell the difference between the two, they accept plant sterols as though they were cholesterol, blocking the absorption of dietary cholesterol into the bloodstream. However, concentrated levels of plant sterols are also associated with foods high in fat. By removing these high-fat foods from a heart healthy diet, we also reduce a significant source of plant sterols, creating a need for supplementation through dietary supplements and/or heart healthy foods. Research shows that plant sterols, combined with exercise and a low-fat diet, can effectively reduce cholesterol up to 15%.

The U.S. National Cholesterol Education Program recommends sterol-rich foods to boost the LDL-lowering power of a low fat diet. The U.S. Food & Drug Administration (FDA) also recognizes the benefits of plant sterols and has authorized a health claim linking them with the reduced risk of heart disease.

Heart Choice™ natural plant sterols: The safe, natural way to a healthy heart

Heart Choice uses the proven health benefits of natural plant sterols to make managing cholesterol easier. With natural plant sterols as its active ingredient, Heart Choice helps lower blood cholesterol levels safely and effectively.

All-natural Heart Choice is currently available in dietary supplements, and can be found in heart healthy foods as well. Heart Choice can be taken on its own or safely combined with any other heart-health program, including cholesterol-lowering prescription medications*, making Heart Choice a smart choice for everyone who cares about heart health.

How Heart Choice™ can help you

If your cholesterol is borderline (200-239 mg/dL), Heart Choice is clinically proven to naturally lower bad (LDL) cholesterol up to 15%, without side effects.

If your cholesterol is high (Equal to or higher than 240 mg/dL), you might already be taking a statin-based drug. Talk to your doctor about adding Heart Choice as a safe, effective way to strengthen the LDL-lowering benefits of your statin-based therapy.

If you have a family history of elevated cholesterol, Heart Choice can help effectively manage your cholesterol levels today, protecting the future health of your heart.

Heart Choice™ is easy to find

Heart Choice is available as a dietary supplement under these brand names: Vitamin Shoppe®'s Heart Choice Natural Plant Sterols, Holista® Heart Choice Cholesterol Formula and True Fit Vitamins®' Healthy Heart Plant Sterols. You'll also find Heart Choice in **Aristo® Bars**, and soon in more heart healthy foods as well.

Start protecting your future heart health today-visit heart-choice.com.



FDA Health Claim: Products containing at least 0.65g per serving of plant sterol esters, eaten twice a day with meals for a daily intake of at least 1.3g as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. (1.3g sterol esters = approximately 0.8g sterols.) *Consult a health care professional before taking Heart Choice™ or any other dietary supplement with prescription therapy. © 2007. All Rights Reserved. Heart Choice™ is a trademark of the Cognis Group.

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