



# Cholesterol Reduction Complex\*

## Lower Your Cholesterol Naturally

### ARE YOU AMONG THE MILLIONS OF CANADIANS WITH HIGH CHOLESTEROL?

**Fact:** About 40% of Canadian adults have 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 with 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 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.

### 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 Heart and Stroke Foundation of Canada recommends that you ask your doctor to check your cholesterol if your waist measures more than 102 cm (40 inches) if you’re a man and 88 cm (35 inches) if you’re a woman. For persons of Chinese or South Asian descent, men and woman with waist measurements of more than 90 cm (35 inches) and 80 cm (32 inches), respectively, should have their cholesterol levels checked.
- Being physically active at least 30 minutes a day, most days of the week, can improve good cholesterol levels.
- Men tend to have higher cholesterol than women. However, after menopause, cholesterol levels in women increase due to a decline in estrogen production.

### THE SHAKLEE DIFFERENCE

#### Always Safe

- ✓ Lowers cholesterol naturally
- ✓ No artificial flavours sweeteners, colours, or preservatives added
- ✓ Gluten free
- ✓ No significant side effects observed with intakes of 2,000 mg of plant sterols and stanols per day

#### Always Works

- ✓ Delivers 2,000 mg of plant sterols and stanols per day, which is 100% of the Health Canada and National Institutes of Health (NIH) recommendation for plant sterols and stanols†
- ✓ Plant sterols and stanols have been clinically proven in over 80 clinical studies to lower LDL (“bad”) cholesterol

#### Always Green

- ✓ Recyclable packaging
- ✓ Soy-based ink
- ✓ No bisphenol-A

### 100% Shaklee Guarantee



We stand behind each and every one of our products. The ingredients, purity, safety, and performance of all our Healthy Nutrition, Healthy Weight, Healthy Home, and Healthy Beauty products are 100% guaranteed.

\*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.

†Health Canada and 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.

## LOWER YOUR CHOLESTEROL NATURALLY WITH CHOLESTEROL REDUCTION COMPLEX!\*

### The heart-healthy choice that provides 2,000 mg of plant sterols and stanols per day

Shaklee Cholesterol Reduction Complex contains 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, fruit, 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 Health Canada and NIH recommendation for plant sterols and stanols†
- Gluten free
- Kosher certified

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### HDL Versus LDL: What’s the Difference?

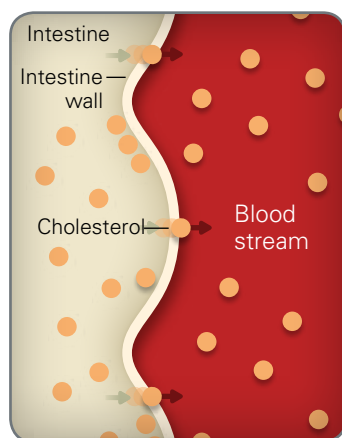
Not all cholesterol is bad. The good kind—HDL cholesterol, short for high-density lipoproteins—offers some great health benefits. It’s the LDL (“bad”) cholesterol, or low-density lipoprotein one, that we really need to watch out for.

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.

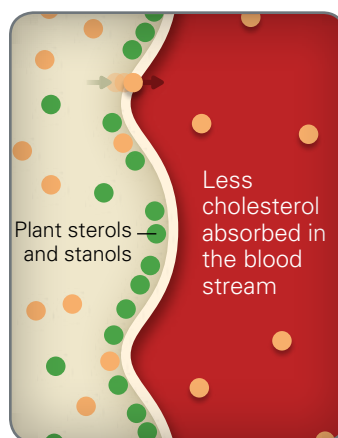
## PLANT STEROLS AND STANOLS: THE SMART CHOICE

### So how, exactly, do plant sterols and stanols work?

1. Plant sterols and stanols are ingested from food or supplements.
2. Because they’re 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.
4. The net result is that less cholesterol is absorbed by the body, and less ends up in the bloodstream.



Before taking plant sterols and stanols



After taking plant sterols and stanols

## YOU DECIDE

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<sup>‡</sup>:



or



or



or



<sup>‡</sup>Adapted from the United States Department of Agriculture (USDA) nutrient database for standard reference.

## 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 postmenopause, have a family history of high cholesterol, or 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!

### Follow these tips from the Public Health Agency of Canada to help lower your cholesterol:

1. Eat a low-fat, high-fibre diet
2. Drink alcohol in moderation
3. Exercise regularly
4. Don't smoke
5. Maintain a healthy body weight

### And follow these tips from the NIH's Therapeutic Lifestyle Changes (TLC) program:

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 fibre to your diet each day
5. Add 2,000 mg of plant sterols and stanols to your diet each day

## Supplement Facts

**Directions:** Take 2 tablets twice daily up to 30 minutes before mealtime

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

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