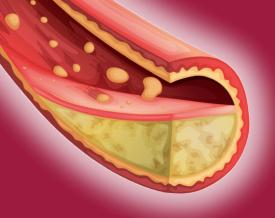


KEEP CHOLESTEROL LOW NATURALLY



CHOLESTEROL IS A VITAL SUBSTANCE FOR THE PRODUCTION OF MANY HORMONES, VITAMIN D AND BILE ACIDS THAT HELP DIGEST FAT, WHEN THERE IS TOO MUCH CHOLESTEROL IN THE BLOODSTREAM, ANY EXCESS IS DEPOSITED IN THE ARTERIES. INCLUDING THE CORONARY ARTERIES. WHICH CAUSES NARROWING AND BLOCKAGE. LEADING TO CARDIAC DISEASES, THROUGH PROPER CHOLESTEROL MANAGEMENT, CARDIOVASCULAR HEALTH CAN BE IMPROVED. REDUCING THE RISK OF HEART ATTACK AND CEREBROVASCULAR ACCIDENTS.

►Cho-less-terin

with BETA-SITOSTEROLS

A synergy of 6 Powerful Natural Ingredients, scientifically proven and formulated in a matrix of Red Palm fruit Oil for the management of harmful cholesterol without adverse effects 77

Plant Extra virgin Guggul Olive oil sterols

IT HELPS PREVENT **EXCESSIVE PRODUCTION** IN THE LIVER

Oat

sterols

Green tea

Red yeast Rice



IT INTERFERES WITH THE INTESTINAL **ABSORPTION OF**

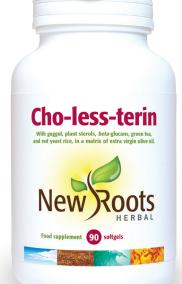
LDL CHOLESTEROL

IT REDUCES TOTAL CHOLESTEROL. LDL AND THE HDL/LDL RATIO

Green tea



IT HELPS REDUCE TOTAL CHOLESTEROL. LDL AND THE HDL/LDL **RATIO**



IT REDUCES THE RISK OF:



CARDIOVASCULAR DISEASES SUCH AS CARDIAC INSUFFICIENCY AND ATHEROSCLEROSIS



CEREBROVASCULAR **ACCIDENTS**

THE MOST COMPLETE SYNERGIC FORMULA IN AN EXTRA VIRGIN OLIVE OIL BASE



Oat

22% BETA-GLUCAN

- It eliminates large amounts of LDL cholesterol
- Effective natural cholesterol inhibitor (9, 10)
- It doesn't modify HDL cholesterol levels (9, 10)



Green tea

50% POLYPHENOL

- The catechins in green tea are important antioxidants that protect LDL cholesterol from oxidation (11, 12)
- It limits intestinal absorption of cholesterol (13)



Guggul

3.5% GUGGULSTERONES

- Resin from the myrrh tree Commiphora wightii
- It increases cholesterol excretion (1,2,3)
- It notably decreases LDL cholesterol and triglycerides (4,5)



Phytosterols-

- They lead to greater excretion of LDL cholesterol (6,7)
- They inhibit intestinal absorption of cholesterol (7,8)
- They suppress the synthesis of bile acids (8)



- Red yeast rice 0,5% MONACOLIN K

 It inhibits the enzyme HMG-coA reductase, influencing one of the key steps of cholesterol synthesis (14)
- It impedes biosynthesis in order to prevent the absorption of ingested cholesterol and to increase the elimination of circulating cholesterol (15, 16)



Extra virgin Olive oil • Elaborated in a matrix of extra virgin olive oil, which improves the bioavailability

- of this complete formula and reinforces its benefits.
- This oil contains high levels of:
 - a natural source of vitamins A, D, E and K
 - monosaturated fatty acids
 - polyphenols
- As an antioxidant-rich source, it holds benefits for cholesterol control and for cardiovascular health and helps in cardio-vascular protection (17)
- Its phenolic content can account for further benefits on HDL cholesterol levels and oxidative damage in addition to those from its monosaturated fatty acid content (18-20)



Nutritional information	4 softgels
Guggul (3.5% guggulsterone)	1 400 mg
Plant sterols	800 mg
beta-Sitosterol	320 mg
Campesterol	160 mg
Stigmasterol	160 mg
Oat (22% <i>beta</i> -glucan)	600 mg
Green tea (50% polyphenol)	320 mg
Red yeast rice (0.5% monacolin K, 1 mg)	200 mg
Extra virgin olive oil	2 334 mg

Recommended daily dose: 2 softgels twice daily with food.

Highlights:

It's the safest and most effective natural way to reduce cholesterol, free from the side effects of statins.

The synergic ingredients in **Cho-less-terin** are formulated within an antioxidant-rich matrix of extra virgin olive oil for better bioavailability and multiple benefits.

Phytosterols themselves can reduce total cholesterol by up to 10%, but the synergic formula of Cho-less-terin can reduce it by up to 50%.

Cho-less-terin can also safely be used as a coadjuvant to medications for hypercholesterolemia.



- 1) Urizar N.L., Moore, D. (2003). GUGULIPID: A Natural Cholesterol-Lowering Agent. Annual Review of Nutrition, 23 (1), 303-313.
- 2) Anurekha, J., & Gupta, V. B. (2006). Chemistry and pharmacological profile of Guggul: A review. Indian Journal of Traditional Knowledge, 5(4), 478-483.
- 3) Zhu, N., Rafi, M. M., DiPaola, R. S., Xin, J., Chin, C. K., Badmaev, V., ... & Ho, C. T. (2001). Bioactive constituents from gum guggul (Commiphora wightii). Phytochemistry, 56(7), 723-727.
- 4) Deng, R. (2007). Therapeutic effects of guggul and its constituent guggulsterone: cardiovascular benefits. Cardiovascular drug reviews, 25(4), 375-390.
- 5) Satyavati, G. V. (1988). Gum guggul (Commiphora mukul) - the success story of an ancient insight leading to a modern discovery. The Indian journal of medical research, 87. 327-335.
- 6) Jones, P. J., Raeini-Sariaz, M., Ntanios, F. Y., Vanstone, C. A., Feng, J. Y., & Parsons, W. E. (2000). Modulation of plasma lipid levels and cholesterol kinetics by phytosterol versus phytostanol esters. Journal of Lipid Research, 41(5),

- 7) Ito, N., Hakamata, H., & Kusu, F. (2010). Simultaneous determination of B-sitosterol, campesterol, stigmasterol, and brassicasterol in serum by high-performance liquid chromatography with electrochemical detection. Analytical Methods, 2(2), 174-179.
- 8) Batta, A. K., Xu, G., Honda, A., Miyazaki, T., & Salen, G. (2006). Stigmasterol reduces plasma cholesterol levels and inhibits hepatic synthesis and intestinal absorption in the rat. Metabolism, 55(3), 292-299.
- 9) Braaten, J. T., Wood, P. J., Scott, F. W., Wolynetz, M. S., Lowe, M. K., Bradley-White, P., & Collins, M. W. (1994). Oat ß-glucan reduces blood cholesterol concentration in hypercholesterolemic subjects. European Journal of Clinical Nutrition, 48(7), 465-474.
- 10) Queenan, K. M., Stewart, M. L., Smith, K. N., Thomas, W., Fulcher, R. G., & Slavin, J. L. (2007). Concentrated oat B-glucan, a fermentable fiber, lowers serum cholesterol in hypercholesterolemic adults in a randomized controlled trial. Nutrition Journal, 6(1), 1.
- 11) Kono, S., Shinchi, K., Ikeda, N., Yanai, F., & Imanishi, K.

- (1992). Green tea consumption and serum lipid profiles: a cross-sectional study in northern Kyushu, Japan. Preventive medicine, 21(4), 526-531.
- 12) Sagesaka-Mitane, Y., Miwa, M., & Okada, S. (1990). Platelet aggregation inhibitors in hot water extract of green tea. Chemical & pharmaceutical bulletin, 38(3), 790-793.
- 13) Stensvold, I., Tverdal, A., Solvoll, K., & Foss, O. P. (1992). Tea consumption. Relationship to cholesterol, blood pressure, and coronary and total mortality. Preventive medicine, 21(4), 546-553.
- 14) Heber, D., Yip, I., Ashley, J. M., Elashoff, D. A., Elashoff, R. M., & Go, V. L. W. (1999). Cholesterol-lowering effects of a proprietary Chinese red-yeast-rice dietary supplement. The American journal of clinical nutrition, 69(2), 231-236.
- 15) Wei, W., Li, C., Wang, Y., Su, H., Zhu, J., & Kritchevsky, D. (2003). Hypolipidemic and anti-atherogenic effects of long-term Cholestin (Monascus purpureusfermented rice. red yeast rice) in cholesterol fed rabbits. The Journal of nutritional biochemistry, 14(6), 314-318.
- 16) Li, C., Zhu, Y., Wang, Y., Zhu, J. S., Chang, J., & Kritchevsky, D. (1998). Monascus purpureus-fermented rice

- (red yeast rice): a natural food product that lowers blood cholesterol in animal models of hypercholesterolemia. Nutrition Research, 18(1), 71-81.
- 17) Rink, C., Christoforidis, G., Khanna, S., Peterson, L., Patel, Y., Khanna, S., ... & Sen, C. K. (2011). Tocotrienol vitamin E protects against preclinical canine ischemic stroke by inducing arteriogenesis. Journal of Cerebral Blood Flow & Metabolism, 31(11), 2218-2230.
- 18) Khandouzi, Nafiseh, Ali Zahedmehr, and Javad Nasrollahzadeh. "Effect of extra-virgin olive oil on lipid profile and inflammatory biomarkers in patients undergoing coronary angiography: a randomized, controlled, clinical trial " (2020)
- 19) Covas, María-Isabel, et al. "The effect of polyphenols in olive oil on heart disease risk factors: a randomized trial." Annals of internal medicine 145.5 (2006): 333-341.
- 20) Tsartsou, Evangelia, et al. "Network meta-analysis of metabolic effects of olive-oil in humans shows the importance of olive oil consumption with moderate polyphenol levels as part of the mediterranean diet." Frontiers in nutrition 6 (2019): 6.

ISO 17025







