

Cholesterol Health

Cholesterol is a major concern for millions of people worldwide. Since heart disease is the number one killer of Americans, maintaining healthy cholesterol levels should be a top priority for anyone at any age. Understanding that there are two types of cholesterol, low-density lipoprotein (LDL) and high-density lipoprotein (HDL), it is imperative that LDL levels be kept low while HDL levels are kept high. LDL clings to arteries and oxidizes, causing decreased blood flow and arterial weakness. HDL helps to combat LDL levels in the system, keeping arteries free from this harmful substance and flushing excess cholesterol out of the body. Often times fats that cause LDL to rise, such as trans fats, will also strip away beneficial HDL. That is why it is important to make sure enough HDL is present in the system.

Many people keep a healthy diet and exercise regularly in order to keep LDL levels low and HDL levels high. Others use prescription medication to accomplish what diet and exercise can't. Both methods can be effective, but often there are other nutrients that can help. It is in this spirit that we are proud to offer the Cholesterol Support Category, aimed at maintaining healthy cholesterol levels for both LDL and HDL.

Policosanol :

Policosanol is a mixture of eight different aliphatic alcohols aimed at raising HDL and lowering LDL cholesterol. Our policosanol, like the policosanol used in clinical studies, is derived from sugar cane wax as opposed to beeswax or rice used in some other versions. It also contains over 50% octacosanol, a substance that works as a powerful antioxidant to help maintain healthy arteries. This in turn supports healthy cholesterol levels. Perhaps most importantly, policosanol has no known side effects or prescription drug interactions.

High Allicin Garlic :

Garlic has long been promoted as an herb that can benefit health. These health promoting properties are mostly credited to the sulfuric amino acid called alliin that occurs in garlic. Alliin, however, is not fully effective until converted to allicin, which is the component that gives garlic its therapeutic effects. Our High Allicin Garlic formula contains at least 10,000ppm (10mg per gram) of allicin and 22,000ppm (22mg per gram) of alliin. Each tablet contains a minimum of 5 mg allicin in an all natural coating that eliminates odor and reflux.

No-Flush Niacin :

Also known as inositol hexanicotinate, no-flush niacin is offered as an equally effective alternative to traditional niacin without the flushing of the face that occasionally accompanies large doses. Inositol hexanicotinate is metabolized slower by the body, not reaching full serum levels for nearly ten hours after consumption. This provides all of the traditional benefits of niacin therapy without the aggravating side effects. No-flush

niacin is also an excellent product for those currently taking prolonged release niacin and have concerns over possible adverse effects.

Cholesterol Complex with Plant Sterols :

Cholesterol Complex with Plant Sterols is a high potency blend of some of the most effective cholesterol support products available today. We have combined policosanol with natural plant sterols, another lipid-reducing compound. Small amounts of plant sterols are naturally found in fruits and vegetables. In concentrated forms, as in our Cholesterol Complex, these plant sterols offer a greater benefit in supporting healthy cholesterol levels by binding to cholesterol and excreting it from the body.

Cholest-Check™ :

For optimal cholesterol support, we offer our Cholest-Check™. This groundbreaking blend of policosanol, CoQ10, ActiVin® grape seed extract and inositol hexanicotinate provides all the benefits of each of its components in a convenient, two per day tablet. This not only saves money, but also the time and difficulty involved in taking multiple pills for the same effect. Cholest-Check™ has been developed to provide maximum support, blending the most effective ingredients for cholesterol health in one powerful formula.

Soy Protein Powder :

Soy, in addition to its other countless health benefits, has been recently touted by the US Food and Drug Administration as having positive cardio health benefits. According to the FDA, diets that are low in saturated fat and cholesterol that include 25 grams of soy protein per day may reduce the risk of heart disease. When combined with proper exercise, this can be a very effective method of maintaining cardio health. Not only do we feature soy protein powder, which provides 24 grams of soy protein per serving, we also offer **Non-GMO Soy Protein Powder** and **Non-GMO Ultimate Soy-Spirulina Protein Powder®** providing 24 and 12-15 grams per serving, respectively.

This information is for educational purposes only and should not be construed as medical advice. 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.

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