

Dear Doctor,

Please allow me to introduce a new dietary supplement from Shaklee Corporation that provides a natural approach to lowering LDL cholesterol. Shaklee **Cholesterol Reduction Complex** delivers 2,000 mg of a combination of sterols and stanols, an efficacious intake level recommended by the National Institutes of Health *Therapeutic Lifestyle Changes (TLC), Your Guide to Lowering Your Cholesterol with TLC* (http://www.nhlbi.nih.gov/health/public/heart/chol/chol_tlc.pdf).

The TLC recommendations are a comprehensive approach to reducing elevated LDL cholesterol levels for the purpose of reducing the risk of heart disease. The essential components include:

- Reducing the dietary intake of LDL-raising dietary factors (saturated fats, trans fats, and dietary cholesterol)
- Increasing the intake of LDL-lowering dietary factors (consuming 10–25 g of soluble fiber and adding 2,000 mg per day of sterols/stanols)
- Losing weight and increasing exercise

Plant sterols and stanols are found in the cell walls of plants and occur in very small amounts in plants, fruits, vegetables, seeds, and grains. Supplementing the diet with sterols and stanols was shown to significantly lower LDL cholesterol in a recent meta-analysis of 84 studies (<http://jn.nutrition.org/cgi/content/full/139/2/271>). This effect has been shown in as little as three to four weeks. Furthermore, another meta-analysis of eight studies shows that intake of sterols and stanols can further reduce cholesterol levels even in those already using statins (<http://www.jacn.org/cgi/content/abstract/28/5/517>).

When used as directed, **Cholesterol Reduction Complex** provides 2,000 mg of sterols and stanols daily, which qualifies for the FDA-approved health claim for lowering cholesterol levels for the purpose of helping to reduce the risk of heart disease.*

Shaklee has a long history in the nutritional supplement industry, beginning when our founder, Dr. Shaklee, first sold a multivitamin in 1915. Shaklee Corporation was founded in 1956 and today is the number one natural nutrition company in the U.S. We are committed to creating products that are relevant to people's health needs—and there continue to be major issues in North America due to people's diets, obesity, and elevated lipid levels leading to the spiraling health costs associated with cardiovascular disease.

Thank you for your time and please feel free to contact me with any questions you may have.

Sincerely,



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*Products containing at least 400 mg per serving of plant sterols and stanols, when eaten twice a day with meals for a daily intake of 800 mg as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Cholesterol Reduction Complex supplies 1,000 mg of plant sterols and stanols for a daily intake of 2,000 mg when used as directed.

