

# Cholestin®

## Cholesterol Health

### PROMOTES HEALTHY CHOLESTEROL LEVELS



#### Positioning

Cholestin® is a breakthrough all-natural solution for individuals concerned with maintaining cholesterol levels already in the normal range.

#### Concept

Cholestin's proprietary blend contains polymethoxylated flavones extracted from citrus fruits, geraniol and the essential fatty acids EPA and DHA found in marine lipids. Each individual constituent has been shown to control existing normal cholesterol levels in the body and promote overall cardiovascular health. Only Pharmanex's new Cholestin® offers this unique blend of scientifically-tested constituents for effective cholesterol management.

#### Primary Benefits

- Helps maintain existing normal cholesterol levels\*
- Supports normal cardiovascular function\*

#### What Makes This Product Unique?

- Proprietary blend of all natural oils
- Shown to be safe and effective in clinical trials
- Natural complement to a healthy diet and exercise

#### What Are The Key Ingredients of Cholestin®?

- **Tocotrienols and Polymethoxylated Flavones**—combines citrus polymethoxylated flavones (PMFs), alpha, delta and gamma tocotrienol and other proprietary constituents. This combination results in a synergistic effect. Additionally, the tocotrienols and polymethoxylated flavone combination has been shown to exert antioxidant benefits throughout the cardiovascular system.
- **Geraniol**—shown to be a potent inhibitor of HMG CoA reductase, the enzyme responsible for endogenous cholesterol production.

- **Marine Lipids**—the essential omega-3 fatty acids EPA and DHA found in fish and marine animals have been the subject of thousands of studies. Omega-3 fatty acids have been associated with numerous cardiovascular benefits.

#### Who Should Use This Product?

- Adults who desire a safe, effective, all-natural method of maintaining normal cholesterol levels.

#### Did You Know ...

- The female hormone estrogen tends to raise levels of HDL cholesterol, the "good" cholesterol.
- Compelling evidence shows that the buildup of fatty plaque in arteries begins in childhood
- One egg contains about 213 milligrams of dietary cholesterol.
- Nearly 107 million Americans have total cholesterol of 200 mg/dL or higher, levels at which an individual has an increased risk of cardiovascular disease.

#### Frequently Asked Questions

##### *What is the mechanism of action of the new Cholestin®?*

Cardiovascular health factors include: 1) maintenance of desirable levels of lipoprotein structural components (such as apoB, an LDL precursor, triglycerides, and cholesterol itself); 2) antioxidant protection.\*

##### *What is the source of each ingredient in new the Cholestin®?*

Citrus polymethoxylated flavonoids are extracted from the orange peels. Tocotrienols are derived from red palm fruit extract. EPA and DHA are essential fatty acids sourced from the purest cold water fish available. Geraniol (a compound found naturally in many plants and fruits) is delivered in a nature-identical form.

\*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

# Cholestin®

## What is the difference between the previous formula of Cholestin® and this current formula?

From spring of 2001 until spring of 2005 Cholestin® contained an all natural component of beeswax called policosanol which supported existing normal cholesterol levels. In June 2005, the new Cholestin® was introduced. This new formula targets multiple aspects of cardiovascular health including: 1) promotion and maintenance of desirable levels of lipoprotein structural components (such as apoB, an LDL precursor, triglycerides, and cholesterol itself); 2) antioxidant protection.\*

## Key Scientific Studies

1. Elson CE, Underbakke GL, Hanson P, Shrago E, Wainberg RH, Qureshi AA. Impact of lemongrass oil, an essential oil, on serum cholesterol. *Lipids* 1989;24:677-9.
2. Haglund O, et al. The effect of fish oil on triglycerides, cholesterol, fibrinogen and malondialdehyde in humans supplemented with vitamin E. *J Nutr* 1991;121:165-169.
3. Harris WS. n-3 Fatty acids and serum lipoproteins: human studies. *Am J Clin Nutr.* 1997; 65 (5 Suppl): 1645S-1654S.
4. Naderi GA, Asgary S, Ani M, Sarraf-Zadegan N, Safari MR. Effect of some volatile oils on the affinity of intact and oxidized low-density lipoproteins for adrenal cell surface receptors. *Mol Cell Biochem.* 2004 Dec;267(1-2):59-66.
5. Qureshi AA, Qureshi N, Wright JJ et al. Lowering of serum cholesterol in hypercholesterolemic humans by tocotrienols (palmvitee). *Am.J.Clin.Nutr.* 1991;53:1021S-6S.

## Supplement Facts

Serving Size 1 Softgel

Amount Per Serving		% Daily Value
Proprietary Blend	525 mg	*
Marine Lipids		*
Sytrinol™† (Proprietary blend of natural citrus and palm fruit extract)		*
Geraniol		*

\*Daily Value not established

**Other Ingredients:** Gelatin, Lecithin, Lemon Oil, Beeswax, Carmine (for color).

## Directions for Use:

Take one (1) softgel twice daily with a meal. For best results, take this product regularly. Store in a cool, dry place.

## Warnings:

Keep out of reach of children. If you are pregnant or lactating, are taking a prescription medication, or have a known medical condition, you should consult with a physician before taking any supplement.