

# Cholestin®

## PROMOTES HEALTHY CHOLESTEROL LEVELS



### Positioning Statement

Cholestin® is a unique dietary supplement containing all-natural ingredients that are scientifically proven to assist in maintaining healthy cholesterol levels.

### Concept

Cholestin® is a proprietary red yeast rice supplement that promotes healthy cholesterol levels.

Cholestin® (patent pending) is a proprietary scientifically standardised all-natural form of *Monascus purpureus* Went yeast fermented on rice, a traditional Chinese health food. The health enhancing qualities of this yeast have been known and used in China for over two thousand years. Cholestin® is a natural dietary supplement with the scientifically-supported ability to promote healthy blood lipid levels.

The ancient Chinese pharmacopoeia Ben Cao Gang Mu records the use of this yeast to promote the health of the cardiovascular system. This application was confirmed by the discovery that a proprietary strain of the yeast produces metabolic agents that assist in the promotion of normal cholesterol levels. This proprietary dietary supplement was introduced as Cholestin®. Over twenty clinical trials involving thousands of subjects support the use of the proprietary ingredient in Cholestin® as a dietary supplement to maintain healthy blood lipid levels.

The effect of Cholestin® is partially attributed to the presence of HMG-CoA reductase inhibitors, enzymes in the liver that control the amount of cholesterol produced in the liver. It has been hypothesised that relatively high concentrations of unsaturated fatty acids and other natural compounds found in Cholestin® may work in concert with HMG-CoA reductase inhibitors to provide additional health benefits.

### Primary Benefits

- Promotes and maintains healthy cholesterol levels
- Promotes and maintains healthy blood lipid (fat) levels
- Helps prevent oxidation of LDL cholesterol
- Natural complement to a healthy diet and exercise

### What Makes This Product Unique?

- Supported by clinical research
- Scientifically standardised
- Patent pending formula
- 100% natural

### Who Should Use This Product?

Adults who are concerned about maintaining desirable cholesterol levels and for whom their doctor has determined that dietary supplementation rather than medical treatment is appropriate.

### Frequently Asked Questions

#### *What is Cholestin® made of?*

Red yeast rice. To be more specific, an exclusive strain of standardised *Monascus purpureus* Went yeast fermented on premium rice.

#### *How is Cholestin® standardised?*

The important constituents in Cholestin® are standardised through scientific and analytical methods in a sterile environment to ensure that every capsule contains the prescribed level of constituents, every time. Other routine testing includes heavy metal content, full microbial testing and residual solvents.

#### *Why is it important to maintain healthy cholesterol levels?*

The health of the brain, the heart and the cardiovascular system, and the function of other organs depend on the unobstructed flow of blood for the delivery of oxygen and nutrients, and the removal of harmful metabolites and waste. High levels of cholesterol, particularly LDL ("bad")

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cholesterol, are implicated in a vicious process in which blood flow is restricted by cholesterol-related plaque in the vessels. This can result in reduced flow of blood (and oxygen) to the brain, heart, and other organs. Conversely, HDL ("good") cholesterol may help remove excess cholesterol from the blood and facilitate regression of plaque resulting in improved blood flow to vital organs.

## How does Cholestin® work?

80% of the cholesterol in the body is produced by the liver. The remaining portion of cholesterol comes from dietary consumption of foods containing cholesterol. The naturally occurring HMG-CoA reductase inhibitors in Cholestin® work inside the body by lowering the body's own production of cholesterol.

## If I am currently on medication, can I take Cholestin®?

It is impossible for us to know all the interactions that can occur when taking our products along with drugs. If you are currently on a prescription medication (or have a medical condition), we always recommend that you consult with a doctor prior to taking any of our products. If you are on Coumadin (or any anticoagulant medication), immunosuppressive drugs, or a cholesterol-lowering drug, we do not recommend that you take Cholestin®.

## How long must I take Cholestin® before I realise the cholesterol lowering benefits?

You may experience reduced cholesterol levels after 4 weeks, but optimum results will occur after eight weeks of dietary supplementation with Cholestin®.

## Key Scientific Studies

1. Heber D, Yip L, Ashley JM, Elashoff DA, Elashoff RM, Go VLW. Cholesterol-lowering effects of a proprietary chinese red yeast rice dietary supplement. *Am J Clin Nutr* 1999;69:231-6.
2. Wang J, et al. Multicenter clinical trial of the serum lipid-lowering effects of a *Monascus purpureus* (red yeast) rice preparation from traditional Chinese medicine. *Current Therapeutic Research*, 1997;58(12):964-978.
3. Rippe J, et al. A multi-center, self-controlled study of Cholestin in subjects with elevated cholesterol. American Heart Association: 39th Annual Conference on Cardiovascular Disease Epidemiology and Prevention. March 24-27, 1999. Orlando, Florida.
4. Keithley JK, et al. A Pilot Study of the Safety and Efficacy of Cholestin in Treating HIV-Related Dyslipidemia. *Nutrition* 2002;18(2):201-204.
5. Heber D, et al. An analysis of nine proprietary Chinese red yeast rice dietary supplements: implications of variability in chemical profile and contents. *J Alt Comp Med* 2001;7(2):133-9.
6. Mark Ma. Constituents of Red Yeast Rice. *The Journal of Agricultural & Food Chemistry* Vol 48, 5220-5225, 2000.
7. Cholestin Bar Clinical Study Published in JGIM (Milley). The effect of *Monascus Purpureus* on Lipid Profiles in Hypercholesterolemic Individuals. *Journal of General Internal Medicine* 2000;15 (Supplement 1).

## Supplement Facts

Serving Size Two Capsules, Serving per

### Amount Per Two Capsules

|                                                 |          |
|-------------------------------------------------|----------|
| <i>Monascus purpureus Went</i> (Red yeast rice) | 1200 mg* |
|-------------------------------------------------|----------|

\*Daily Values not established.

## Directions for Use

Take two (2) capsules twice daily with your morning and evening meals.

## Warnings

Keep out of reach of children. If you are pregnant or lactating, have active liver disease or any history of liver disease, or taking a prescription medication, consult a physician prior to use.

No known side effects.

\*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.

