



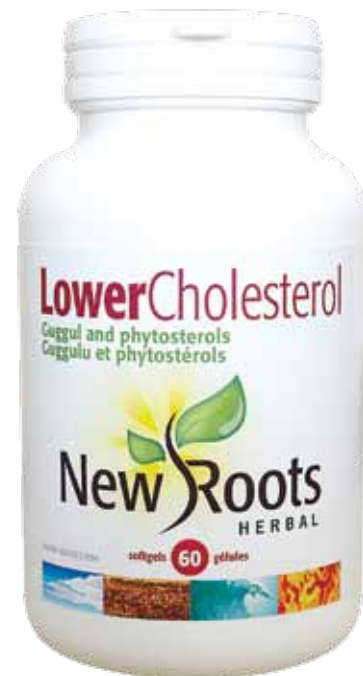
Ingredients

Each softgel contains:

Phytosterols 95% free sterols 350 mg
Guggul 3.5% guggulsterones..... 520 mg

Ingredients in this formula have been validated for potency and identity, and certified free of heavy metals, pesticides and solvent residues using:

- Inductively Coupled Plasma Optical Emission Spectrometer (ICP-OES)
- HPLCs with Diode Arrays UV-VIS Detectors / Refractive Index Detectors
- Gas Chromatograph/Mass Spectrometer (GC/MS)
- Gas Chromatograph with Flame Ionization Detector (GC/FID)
- Headspace Gas Chromatography (organic solvent residues)
- Disintegration

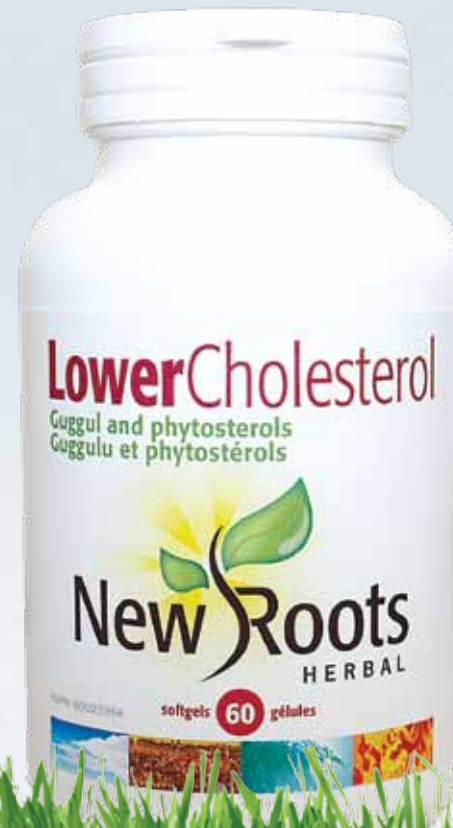


Lower Cholesterol
Sold exclusively to finer health food stores
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LowerCholesterol

Control cholesterol drug-free

LDL MANAGEMENT
WITHOUT SIDE EFFECTS.



Natural balance with Lower Cholesterol.

Uniquely formulated **Lower Cholesterol** by New Roots Herbal addresses the two principal factors determining your lipid levels. Plant-derived phytosterols compete with LDL cholesterol for absorption sites at the intestinal level and disrupt the process that increases their solubility. Bark extracts from the guggul tree (*Commiphora mukul*) work at the hepatic level, inhibiting production of the farnesoid X receptor, which regulates the conversion of LDL to bile salts. Certified organic extra virgin olive oil rounds out the formula with its favorable effects on blood cholesterol and bioavailability; all research confirms that free sterols must be in a vegetable oil matrix to be effective in lowering cholesterol.

Your lipid profile: as unique as you are!

From a clinical perspective, your total blood cholesterol level is an indicator of overall cardiovascular health. In reality, your blood lipid profile, the ratio of HDL (good cholesterol) to LDL (bad cholesterol), is as important as the total itself. HDL has the ability to piggyback harmful LDL (plaque) from arterial walls for transport to the liver for conversion to bile for excretion. The result of excess plaque formation on the arterial walls is referred to as hardening of the arteries or, clinically, as atherosclerosis.

Severe cases of the constriction of blood flow within the coronary arteries can cause heart attacks; similar deprivation of oxygenated blood to the brain will result in a stroke.

Most of the body's cholesterol requirements are met by the liver; there are, however, several factors within our control to tip the scales in our favour.

An active lifestyle can lower our body weight (obesity is a risk factor) along with stimulating HDL production. The mere physical effect of an increased rate of blood flow achieved through cardiovascular activity impedes plaque formation, just as debris gets deposited in a lazy meandering bend in a river as opposed to a raging rapid.

A shift from foods rich in saturated fats such as meat and dairy products toward heart healthy oils and alternative sources of proteins (almonds, fish) will improve your lipid levels.

Stop smoking: this triple threat decreases HDL levels and increases LDL levels along with triglycerides. It is a sad irony that the roughly 20% of deaths from heart disease related to smoking actually *lower* smoking-related deaths attributed to lung cancer.

The risk of having a stroke is the same for non-smokers and former smokers in the 5 to 15 years following the cessation of smoking.⁽¹⁾

Options

Statins have emerged as one of the most prescribed medicines in Western society; the multinational pharmaceutical firms all have their variation on a familiar theme.

The side effect of prolonged use of statins has begun to emerge. Muscle pain and weakness is a common side effect due to break down of muscle tissue.

In very rare cases, a condition called rhabdomyolysis can cause severe liver and kidney damage due to an overload of broken down muscle tissue to metabolize. Symptoms of rhabdomyolysis include consistent muscle pain throughout the body, muscle weakness, and dark colored urine.⁽²⁾ The risk factor of rhabdomyolysis varies directly with dosage of statins: the higher the dose, the higher the risk.

Statins can cross the blood-brain barrier and cause memory loss and impair cognitive function. Neuropathy, which is caused by damage to the nerves linking the central nervous system to the rest of the body, is often experienced, with numbness of the fingers and toes being a common symptom. There is also evidence suggesting a link between long-term statin use and coenzyme Q10 depletion: this enzyme is essential to the process of energy production at the cellular level.

In the event you are not taking statins, **Lower Cholesterol** can supplement a healthy lifestyle and good diet. If you are experiencing any side effects or are concerned about residual effects of long-term statin use, consult your health care practitioner concerning how **Lower Cholesterol** can replace or be used as an adjunctive treatment to reduce your dosage of statins along with exposure to potentially harmful side effects.

Steps

Let's make the assumption you have made all the right steps (including skipping the elevator once in a while). The risk of a heart attack or stroke looms as the leading cause of death and disability in North America.

Make an appointment with your health care practitioner; make sure a blood lipid profile is included in your battery of tests. Educate yourself as to what your numbers should be, set long-term attainable goals and get to work. People don't plan to fail, they fail to plan.

Lower Cholesterol can help you reach and sustain your target numbers. The process of attaining good cholesterol levels will reap many other healthy rewards. As your body becomes leaner and more efficient, it will reduce the wear and tear on your musculoskeletal system. Lower body fat percentages reduce the likelihood of type 2 diabetes. The major benefit is, however, not becoming another statistic.

Suggested Use

As a dietary supplement, take 2 softgels daily or as directed by your health care practitioner.

References

Natural Standard. 2010. *Natural Standard Monograph: Guggul (Commiphora mukul)*.

Acuff RV, Cai DJ, Dong ZP, Bell D 2007. "The lipid lowering effect of plant sterol ester capsules in hypercholesterolemic subjects". *Lipids Health Disease*. 6:11.

Nohr LA, Rasmussen LB, Straand J. 2009. "Resin from the mukul myrrh tree, guggul, can it be used for treating hypercholesterolemia? A randomized, controlled study". *Complementary Therapies in Medicine* (2009) 17, 16–22

