

# CHOLESTEROL RESCUE™

## Maintain Your Cholesterol Wellness



You live in a fat-drenched, fast food world, propped up by diets loaded with processed foods that stimulate your body to create excess bad cholesterol – or low-density lipoproteins (LDL). Your busy life is full of stress, and devoid of time for proper exercise. There are three ways to deal with cholesterol in the body, but a seemingly infinite number of lifestyle and hereditary elements that affect LDL levels. Is it any wonder you find yourself in danger of developing unwanted cholesterol levels? Source Naturals is devoted to helping you. So we developed CHOLESTEROL RESCUE as a comprehensive solution to help you keep cholesterol levels in the normal range.

CHOLESTEROL RESCUE uses only natural ingredients, clinically researched to effectively maintain healthy cholesterol levels. It is scientifically formulated with the triple action of three ingredients that target the ways you can deal with your cholesterol concerns; combining the naturally occurring polymethoxylated flavone (PMF) and tocotrienol action of Sytrinol™ with the action of plant sterols. Research suggests that daily consumption of 800 mg of plant sterols, taken with food in two divided doses as part of a diet low in saturated fat and cholesterol, may reduce the risk of coronary heart disease.

Source Naturals offers CHOLESTEROL RESCUE as part of our ongoing commitment to providing you with high quality natural supplements to support your healthy lifestyle.



*Strategies for Wellness* <sup>SM</sup>

## Cholesterol & Your Body

On average, humans ingest approximately 300mg of cholesterol per day. Though an important part of a healthy body, a high level of cholesterol in the blood might be out of the normal range. Cholesterol is transported in your system by lipoproteins. There are two kinds of lipoproteins in your body, but the low-density lipoproteins, or LDL, are the major factors in developing unwanted cholesterol levels.

If there are high levels of LDL circulating in your bloodstream, it can undergo oxidation by free radicals in the artery walls, which can then become trapped as imbalanced deposits. These deposits can build up, reducing critical blood-flow. CHOLESTEROL RESCUE has been specially developed to reduce LDL levels using two different methods: inhibiting the synthesis of cholesterol in the liver, and reducing the absorption of dietary cholesterol.

### The Plant Sterol Effect

Sterols are an essential component of the cell membrane, and are produced by both plants and humans. While the most common sterol produced in humans is cholesterol, plants produce phytosterols, or plant sterols. Using a complex compound of plant sterols similar to cholesterol with only slight molecular differences, CHOLESTEROL RESCUE has been formulated to balance the amount of dietary cholesterol your body absorbs.

Plant sterols have long been known to inhibit the uptake of both dietary and bile-produced cholesterol in the intestines. The most plausible theory behind this is that, because of the similarity between plant sterols and cholesterol, the body cannot properly distinguish between the two during the absorption process, thereby displacing the uptake of cholesterol into your system.

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### Sytrinol™ For Heart Health

CHOLESTEROL RESCUE also contains SYTRINOL™, a proven natural alternative for maintaining cholesterol wellness. The patented blend of citrus polymethoxylated flavones (PMFs) and tocotrienols has been clinically shown to promote cardiovascular

health by supporting normal cholesterol production by your liver, helping balance triglyceride production, and providing powerful antioxidant protection.

The PMFs promote normal cholesterol levels by inhibiting both the production of cholesterol precursors, such as cholesterol esters, and the activity of HMG CoA Reductase, an enzyme that synthesizes cholesterol in the liver. These PMFs can also balance the body's production of triglycerides by inhibiting your liver's triglyceride producing enzyme, diacylglycerol acetyltransferase.

Tocotrienols help break down cholesterol building blocks, interfere with cholesterol production, and provide critical antioxidant protection. Because cholesterol becomes problematic when oxidized, the powerful antioxidant action of tocotrienols can help prevent the conditions that may affect your cardiovascular circulation.

### Spearheading the Wellness Revolution in Cholesterol Defense

With so many ways to develop undesirable cholesterol levels in your body, you need to be proactive in maintaining your good health. In our on-going dedication to your wellness, and a commitment to delivering the benefits of our high quality supplements to the natural products marketplace, Source Naturals has produced a scientifically formulated blend of three effective ingredients in fighting unwanted cholesterol. Combining a comprehensive formula of all-natural components, clinically researched for promoting cardiovascular health, CHOLESTEROL RESCUE is available now at your local health food store.

### References

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