

**New Benecol foods : actually reducing cholesterol / Lynne Joyner, Benecol Information Service.**

**Contributors**

Joyner, Lynne.

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Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>



Mr S R Lowther  
Wellcome Trust  
183 Euston Road  
London  
NW1 2BE

INFO/30724922

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Dear Mr Lowther

#### New Benecol Foods— Actually Reducing Cholesterol

Thank you for your enquiry regarding the Benecol range of foods. Please find enclosed detailed information about Benecol; how it works, its unique ingredient – plant stanol ester – how much you need to eat and just how it can help maintain a healthy heart by actually reducing "bad" (LDL) cholesterol levels by up to 14% as part of a healthy diet.

Our booklet also gives you information on background research and its success in Finland, as well as overall guidelines for cholesterol control and a 'common questions and answers' section.

#### Your Complimentary Trial Offer

Whether you've tried Benecol before or not, please take advantage of the complimentary 50p coupon enclosed. You'll find Benecol foods in the chiller cabinets at your local supermarket with the margarines, yogurts and soft cheese spreads.

#### Responding To Your Needs

We are always looking to respond to our customers' needs and to provide the most appropriate information. In order to do this we would be grateful if you could please take a few moments to complete the short questionnaire enclosed and post it to us in the pre-paid envelope provided. If you have any further questions, views or comments on the Benecol range of foods please call us on 0800 018 4010.

We very much hope that you'll enjoy the Benecol range of foods as part of a healthy diet.

Yours sincerely

Lynne Joyner  
Benecol Information Service

*PS. If you know someone who might be interested in the Benecol range of foods, please ask them to complete the 'Introduce A Friend' section overleaf. In return we'll send them their own copy of this information pack – alternatively ask them to phone us free on 0800 018 4010.*

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